EXPERIENCE JAPAN IN NEW YORK CITY

CHOPSTICKS NY

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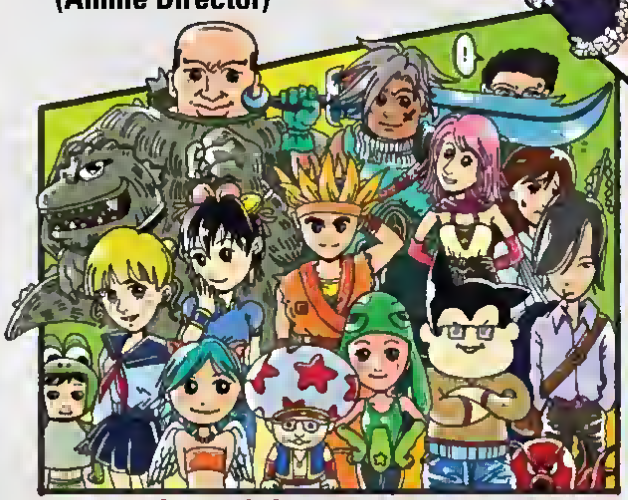
"J-Culture" Strikes!
Cool Things Happening in Japan

SPECIAL INTERVIEW

Kenji Kamiyama
(Anime Director)



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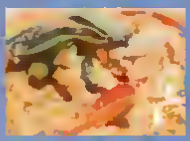

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CHOPSTICKS NY

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The themes of the cover of this month's issue are "J-Culture." To find out more about it, check out the featured article from page 7

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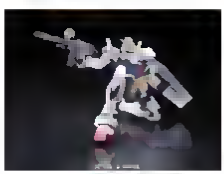

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J-CULTURE STRIKES! COOL THINGS HAPPENING IN JAPAN

Anime, manga, J-pop, J-horror movies, cosplay, karaoke ... nontraditional Japanese culture is making inroads in the U.S. Here we guide you through the amazing world of "J-culture."

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"ONCE VIEWERS UNDERSTAND THE UNWRITTEN RULES BEHIND IT [JAPANESE ANIME], IT'S REALLY APPEALING." — KENJI KAMIYAMA

KENJI KAMIYAMA Born in Saitama Prefecture in 1966. After graduating high school, he started working as a background artist for numerous projects, including *Akira* (1988) and *Kiki's Delivery Service* (1989). In 1995, he joined Team Oshii at Production I.G. where he worked as a sequence director in *Jin-Roh* (1999) and wrote the script for *Blood: The Last Vampire* (2000). In 2002, he debuted as a director in *MiniPato* (2002). His international fame was boosted when he directed the TV series *Ghost in the Shell: Stand Alone Complex* (2002) and *Ghost in the Shell: S.A.C. 2nd Gig* (2004), followed by the feature-length *Ghost in the Shell: S.A.C. Solid State Society* (2006). In 2007, he adapted Nahoko Uehashi's *Moribito: Guardian of the Spirit* for TV. In 2009, he created the TV series *Eden of the East* and subsequently directed two theatrical films of *Eden*.

Background artist-turned-anime director Kenji Kamiyama is one of the most sought-after directors in the Japanese anime industry today. His international fame was boosted with the TV series Ghost in the Shell: Stand Alone Complex (2002). Currently working on Eden of the East TV series and films, which are all based on his original story, he is always moving a step ahead. Here Mr. Kamiyama shares his approach and views toward animation.

Would you describe your latest work, the *Eden of the East* series?

The story begins at the White House, a place Americans know well, and secrets are thrown one after the other in front of the protagonist, amnesiac Takizawa. He solves each mystery by himself and overcomes the obstacles. His struggle is what's most highlighted in *Eden*.

The plot involves an amnesiac man solving mysteries while working against the power of an invincibly huge organization. This reminds me of *The Bourne Identity*.

When I constructed the plot in the beginning, I was aware of *Bourne*. You might notice the line, "It's like Jason Bourne," in one episode. I intentionally incorporated it into the story.

We can see lots of influences from foreign films in your works. Would you pick a couple of your favorites?

I love Hollywood films and have watched so many. If I must choose one director, I would pick Hitchcock. I think this is why I like and am good at suspense rather than action. There are not many exciting action scenes in *Eden*, but what build suspense are the mystery and game that central characters involuntarily got involved in. They are given a mysterious gadget called Nobles Cell Phone, which works just like Hitchcock's McGuffin, so it's more Hitchcock style than Jason Bourne.

How do you employ CG, computer-generated art, in your anime?
First of all, as Japanese anime takes pride in hand-drawn animation, I mainly use it. However, when it comes to mass production of drawing and realistic visual expression, CG is more convenient. To make a long story short, an object that doesn't change its shape, such as a car driving through the city or an airplane, for example, is depicted by CG these days. Also, the point-of-view shots, in which the camera's eye constantly moves, are CG because that's what hand-drawn animation cannot produce so easily. I think hand-drawn animation in America is being produced less and less, but I'd like to make the most of the attraction of hand-drawn animation, instead of overusing CG. I only use it for efficiency and the depiction of dynamic camera movement.

Is there anything you are particular about when creating sound?
When I construct sound, I try to stay close to the psychology of the characters. In an action scene, I ask myself which emotion I'd like to evoke: excitement or suspense. Also, I am careful about not introducing the music in an obvious way. I prefer a more subtle way, like the music was already there when the audience notices it.

In animation, the sounds of things that are not seen on-screen often distract audiences. Therefore, even if there are times when I feel like adding ambient sound and extra sound effects, I repress the temptation and choose a minimal style. Also, unlike live-action movies, there is no ambient tone that's recorded on the set in animation. We have to create it from scratch. It's tough to create an ambient tone that is not really obtrusive. Human ears are actually capable of picking out many sounds, and people can distinguish between the sound of a thing dropping on cement from the sound of something dropping on a wooden floor. This makes the sound design of animation difficult. I try to create sounds that don't cause discomfort in the audience's mind.

Animation directors have to create everything. In this sense, they have the responsibility and the right to control everything. What do you keep in mind while executing this playing-god right?
I believe that is the most interesting part in creating animation. It's really a pleasure, but when a story involves a number of characters, it tends to become incoherent in terms of the characters' personality, and especially mindset. If it's live action, actors might point out, "Does this line sound unnatural in this context?" or something like that. But in an animation production, directors have to do that. Even though we might find inconsistencies sometimes, it's not easy to change direction once the script has been written and the production has started. So, I have to put extra care into determining whether the characters' expressions and attitudes fit with the situation or not when we draw the animation.

Would you tell us about the strengths of Japanese anime in your opinion?
Animators in Japan have developed techniques of creating compositions, layouts and backgrounds that are as real as those in live-action movies, although characters are manga-ish. I believe Japanese anime is good at realistic expression, and characters' expressions are richer. Each character looks exaggerated in a unique way, but its unrealistic look and realistic emotional and psychological expression are well blended. I assume that's what Japanese anime is good at and appreciated for outside Japan.

Anime is also loaded with a variety of designs. We can incorporate details that basically cannot be expressed in two dimensions — like costumes and hairstyles — to express three dimensions. I notice this when I go overseas and see cosplayers [people in anime costumes] who replicate the anime styles. They seem interested in this aspect. Complex story-telling is also appealing, I think.

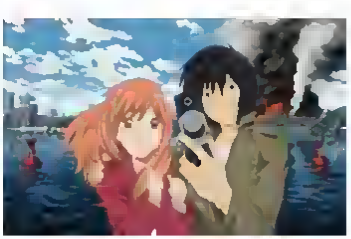
Japanese animated films have not achieved commercial success in the US market. What is necessary for the Japanese animation industry to produce works that are appealing to Japanese and foreign audiences alike?
That's what we discuss all the time here. In my opinion, Japanese anime is supported by unique fans, and there is a line between them and the people who watch Hollywood movies. There are some unwritten rules in Japanese anime: unique costumes, which inspire cosplayers, and hairstyles, which are bizarre to non-anime fans, as well as events happening in unique settings. Once viewers understand the rules behind it, it's really appealing. But people who are not familiar with the rules often cannot become interested. This may be the reason why Japanese anime does not attract a majority of viewers in the U.S.

I personally think what Japanese anime could share with Hollywood blockbuster films are sci-fi and action elements. But in this case, the setting should be more accessible, not a completely different world. Films like this might be accepted by both Japanese anime fans and Hollywood blockbuster fans. So, in order to appeal to a universal audience, it is important to eliminate the hurdle of rules, I think. *Ghost in the Shell*, for example, is easier to understand because the audience is familiar with one of its rules, the setting is "cyber," so it has become well received as people become more familiar with things like the Internet and cell phones. If we can reduce the hurdles and make viewers think, "Oh, this world is the same as the one we live in," we will be able to invite them into the adventurous world of Japanese anime.

In this issue of *Chopsticks NY*, we feature Akihabara and Nakano Broadway. Would you pick a few places you like there?
I used to go to Mandarake in Nakano Broadway, but I could rarely go there once I started directing. I often went to Akihabara before it was transformed to the mecca of anime and manga, but again, I hardly go there now. Actually, I rarely go out these days. [laughs]

Any good places around your office?
Hmm, this would be interesting if your readers are anime fans. There are many anime studios along the Chuo Railroad Line, so take the Chuo Line at Shinjuku station, go westbound, and visit the area where anime studios call home, one by one. We: Production I.G, are located in Mitaka. Studio Ghibli in Higashi Koganei. Madhouse in Nakano. Most of the anime studios are on this line.

—Interview by *Noriko Komura*



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Shop

Everyday Clothes for Chic and Active Little Ones

Everyone enjoys looking through a jewel box, and that's the kind of excitement you experience at **Bit'z Kids**, a Japanese baby and children's clothing store. After two years of success at its Upper West Side location, Bit'z Kids has opened a second location near P.S. 234 in Tribeca to offer fashionable and high-quality clothes for newborns up to 8-year-olds at reasonable prices.

With over 140 stores in Japan and 40 in China, Bit'z Kids produces a wide array of original lines to meet any taste — from casual to hip, chic to sporty, just to name a few. The "Seraph" line is for girls who favor a natural and sophisticated style, and "Bit'z" is a good choice for active boys. The New York stores also carry items reflecting New York trends and demands, such as T-shirts with T-rex patterns and New York logos. But Bit'z Kids takes most pride in the quality of its clothing. The company puts extra care into perfecting materials, designs, and details to produce comfortable, functional, and safe clothing that is also stylish. A pair of boy's jeans, for example, is made of surprisingly soft material, and its elastic waist is very comfortable for kids. Accessories such as backpacks, bento boxes, hats, caps, socks, and eco-bags are also popular here.

For those who shop with babies and children, Bit'z Kids has a play area, diaper-changing station in the bathroom, and a fitting room that is spacious enough to accommodate a stroller and breast-feeding. You can enjoy shopping to the fullest here in this wonderland of kids' clothing.

Bit'z Kids is offering all *Chopsticks NY* readers who make a purchase a free original eco-bag. Bring the magazine or just mention *Chopsticks NY* when checking out.

Info: **Bit'z Kids**
275 Greenwich St.
(bet. Murray & Warren Sts.)
New York, NY 10007
TEL. 212-571-0803 / www.bitzkidsnyc.com

Health

Oralcryst: Fighting Cavities with Natural Ingredients and Love

They say that necessity is the mother of invention, and sometimes it involves an actual mother as was the case with Nan Elvia. Living in Japan, her daughter showed signs of early tooth decay and Elvia was worried that she would face the same dental problems she had when she was young. Of course the best way to prevent this is through teeth brushing, but this was something her daughter wouldn't cooperate with. So Elvia created a chewable, sugarless candy called **Oralcryst Junior**, which promotes oral health via natural ingredients that help neutralize acid and maintain low levels of cavity-causing bacteria in the mouth.

The name of the product comes from the way that children with healthy smiles have teeth that are as pretty as crystals. Elvia developed Oralcryst Junior using Xylitol, Vitamin D and calcium, in addition to an antibody to the cavity-causing S. Mutans bacteria -- Ovalgen DC. It was introduced to the U.S. this June by the Japan Premium Corporation, a mother-owned company whose goal is to promote healthy living, under the supervision of the Ghen Corporation, the Japanese company that invented and manufactured Ovalgen DC.

A mother of a 2 1/2 and 5 year old who have been using Oralcryst Junior for almost a year says, "My children love the taste of it so much that teeth brushing has become a joy instead of a chore. This is because my kids now know that after brushing they can have their favorite teeth treats. When we went to have our annual dental check up recently, my son had perfect teeth and my daughter had no additional cavities than what she already had last year."

Oralcryst Junior is sold in single packs ($3.99) or multi-flavor four packs ($14.99) and comes in the four kid-friendly flavors of strawberry, grape, green apple, and orange.

Where to buy Oralcryst Junior
Mitsuwa Marketplace / Nijiya Mart / www.amazon.com / www.marukai.com
www.oralcryst.com/onlineshop/index.html

Drink

Yuzu Infused Sparkling Sake Makes its Debut in the States

The legendary brewery, Nishiyama Shuzojo Co., Ltd., is introducing a new product to the U.S. market, **Kotsuzumi Yuzu** or Small Drum Citrus in September. This 7% alcohol, sake-based drink is infused with mainly locally produced Japanese domestic citrus fruit that is blended with Nishiyama Shuzojo's cornerstone brand, Kotsuzumi sake. It is slightly sparkling, a feature not commonly found in yuzu sake, with a taste that is both tangy and refreshing.

A unique aspect of the creation of Kotsuzumi Yuzu is that Nishiyama Shuzojo appealed to customers on the Internet to get their feedback during the process. The product development of this sake occurred with their collaboration, leading to details like its stylish bottle showcasing a lovely green label adorned with a picture of a yuzu. About 500 responses were received, among them one from a female customer asking for a "sparkling yuzu sake with honey." The addition of this last ingredient makes Kotsuzumi Yuzu a sweet drink, but if enjoyed on the rocks this sweetness will become more subtle.

50,000 bottles of this sake have already been distributed, and rave reviews are coming in from all corners. For example, a famous pastry chef has praised the prominence of its rice taste and fragrance, and has described Kotsuzumi Yuzu as "a combination of nice champagne and yuzu." Here in the States yuzu is currently a trendy menu item, and its taste has wide appeal so this sake is sure to be a hit. Nishiyama Shuzojo also makes Kotsuzumi sake in the plum and grape flavors, so here's hoping these selections eventually make it to our shores as well!

Info: **Ozeki Sake (U.S.A), Inc.**
40 Varick Ave. Brooklyn NY 11237
TEL. 718-456-1818

Distributed by JFC International
TEL. 718-456-8805

Beauty

Body Shaping "Gifts from the Angels"

Lingerie specialist, Ripplu has some new offerings which are sure to wow customers. One is the **Gettaman Angel Wing Bra**, which has slimming and body defining effects. Accompanying this wonder bra is **Gettaman Support Pants**, which offer support to the pelvis. Both feature breathable material that ensures easy movement, making them perfect for warm weather when the last thing you want is to feel constricted in any way.

The Angel Wing bra was developed for a diet program called "Angel Wing Exercise." Its design lets the upper body move more freely by eliminating straps and the fabric surrounding the shoulder blades, and also helps to burn fat around the area. The reinforcing structure and power net fabric will support, lift and mold the body.

The pants also have "Angel Wing." This pad supports the lower back.

The Support Pants have a strong power net lining in the stomach section that helps to hold in belly fat, and in addition, the pants feature "hip up belts" with unique pelvis stability, compression and a lower back pad. The belt has the effect of raising the hips and pulling up the fat in this area in order to present a smoother appearance.

Now is the perfect time to try body shaping with these new Ripplu products, so why not sample them to enjoy a whole new world of undergarment comfort?

Gettaman Angel Wing Bra (GT 110101) is sold for $68, and Gettaman Support Pants (GT310101) for $52.

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Another Killer Event By reedpop

J-Culture Strikes!

Cool Things Happening in Japan

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Anime, manga, J-pop, J-horror movies, cosplay, karaoke ... nontraditional Japanese culture is making inroads in the U.S. Actually, Japanese subculture — what we call "J-culture" — is one of Japan's biggest exports today. It might look eccentric to some people, but there are many cool elements. Here, we share where to find J-culture in Japan as well as the latest developments.

Akihabara + Nakano Broadway

Akihabaro: From Junk-Shop Town to Electronic City to the Center of J-Culture

Just a few minutes after leaving Tokyo Station, the empire of J-culture comes into view. Already a popular tourist destination today, Akihabara is a reservoir of J-culture. Alongside its main street, Chuo Avenue, there are major electronic stores where you can find new and used electronic, computer, anime, and game products. If you go into crammed backstreets and passageways, you'll find more used items and *otaku* goods (products for "otaku," obsessed fans). Akihabara is not just a shopping place but more of an entertainment center, offering an arcade game center, unique establishments such as "maid cafés," "cosplay cafés," and "butler cafés," as well as a café where you can play with cats.

Akihabara started attracting shoppers during World War II, when it was a black market. After the war, a bunch of junk shops emerged, and before long, electronic parts began being sold there, leading the place to become a world-famous electronics town. It was in the late 80s that Akihabara began attracting game, anime, and computer enthusiasts and becoming "otaku paradise." The place appeals to otaku because it provides not only hardware and software but also offers derivative products and services to create a fantasy world. Akihabara continues to spawn new service ideas and cultures.

You can take two or three days to enjoy Akihabara's charm, but if you have only few hours, you'll want to visit electronic stores like Sofmap, Ishimaru Denki, Laox and Sato Musen, which have a variety of items and can give you a glimpse of Akihabara. But if you have more time, explore the smaller back streets to find something new. If you have absolutely no time, just pass by on the train at night, and you can witness a futuristic and apocalyptic town straight out of *Blade Runner*.

KEY WORDS

otaku: people who are maniacally devoted to one or two interests, usually anime and manga

akiba-kei: a slang word referring to "Akihabara style"...it is mainly used to refer to otaku who are devoted to the items and culture Akihabara provides, but it also refers to people who look like otaku going to Akihabara

maid cafe: a café where female servers wear maid costumes, customers are welcomed by the phrase, "Okaennasaimase go-shujin-sama" ("Welcome home, master")

Nakana Braadway: Subculture Nest

If Akihabara is leisure land for subculture followers, Nakano Broadway can be said to be a miniature version of Akihabara. It is a commercial and residential complex located at the end of Nakano Sun Mall, a 240-meter-long arcade beginning at the Nakano Station of Japan Railroad's Chuo Line. It has nearly 300 stores and offices that, especially from the second to fourth floors, electrify subculture fans: manga and anime shops that sell both new and used items, toy stores, and picture and card stores specializing in merchandise related to idols and rare collectibles such as original animation cells, antique toys, miniature cars, special-interest magazines, CDs and out-of print books. For this reason, Nakano Broadway has been called the "Otaku Building" and the "Den of Enchantment." Unlike Akihabara, which embraces digital culture and a virtual reality, Nakano Broadway deals with more tangible objects. If you like looking for *o-takara* (treasure), this is the place to go. You also can sell your o-takara there. (See Nakano Broadway highlights on page 9.)

Akihabara Highlights

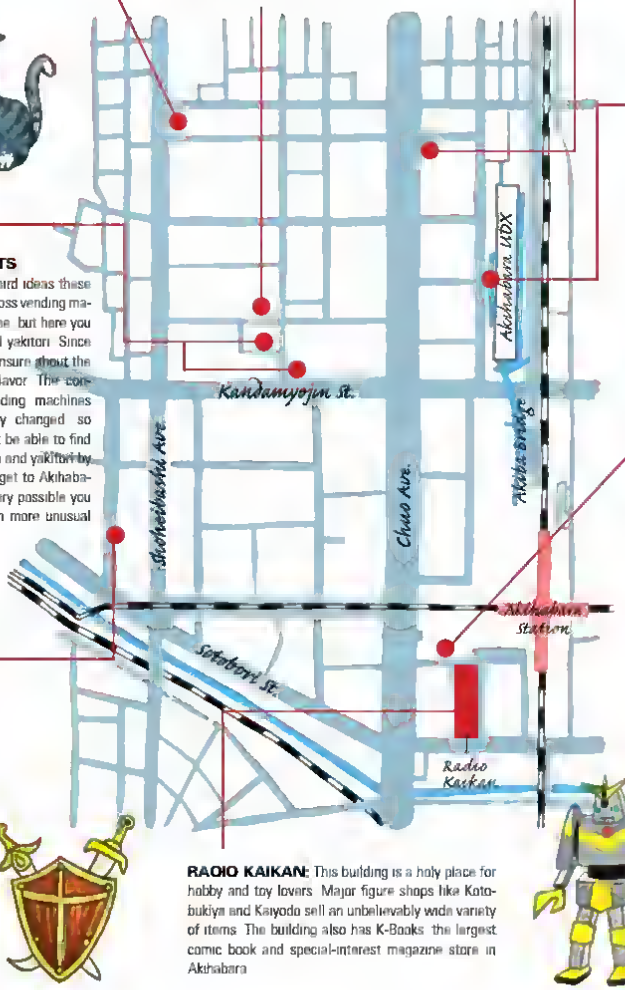
NEKO JA LA LA:
This is the ultimate cat-lovers' paradise in this small café, which can seat only 8 people. Customers can enjoy playing with cats. The café charges 500 yen ($5.90) for the first half hour and 150 yen ($1.75) per ten minutes afterward (as of August 2010). Only drinks are served.
www.nekojalala.com
(Japanese only)
TEL. +81-3-3258-2525

MIRACLE JUMP: This is the first *yaoi* ("boys' love") genre featuring romance between two young men that is aimed at women)-themed bar, which opened this past May. It is oriented toward female customers, who are welcomed by young, cute male servers. Customers can enjoy food and drinks as well as take a *cheki* photo (a card-sized photo taken by instant camera) with their favorite servers.
www.miraclejump.com (Japanese only)
TEL. +81-3-3251-8013

TOKYO ANIME CENTER:
This facility was created to promote anime. It has a gallery space that presents anime-related exhibitions, a studio where visitors can try dubbing their voices for anime, an anime press desk that provides extensive information on anime, a gift shop, and the Akiba 3D Theater. It regularly hosts events, live radio interviews with creators and *seiyu* (voice actors), and merchandise fairs. It is located on the fourth floor of the Akihabara UDX complex.
www.animecenter.jp/eng/index.html

AKB48 THEATER:
AKB48 is an idol-training project created by legendary pop producer Yasushi Akimoto. The concept is that forty-eight prospective idol singers selected through auditions polish their skills by performing every day. The theater allows these future idols to practice as well as to provide an entertaining performance for the audience. It's located on the eighth floor of the Don Quixote Akihabara building.
www.akb48.co.jp/theater
(Japanese only)

VENDING MACHINES FOR CANNED RAMEN, YAKITORI, AND OTHER TREATS:
Akihabara is a source of new and weird ideas these days. Visitors to Japan often come across vending machines offering canned juice and coffee, but here you can find machines serving ramen and yakitori. Since we have not tried them yet, we are unsure about the quality and flavor. The contents of vending machines are frequently changed, so you might not be able to find canned ramen and yakitori by the time you get to Akihabara, but it is very possible you will find much more unusual items.



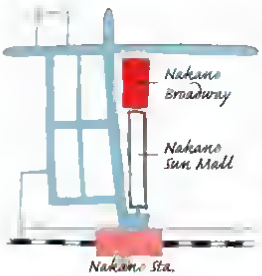
AKIHABARA INFORMATION CENTER:
To explore Akihabara efficiently, you will need the help of a professional guide and a map. At the Akihabara Information Center, guides in maid costumes recommend popular destinations. You can also get a free map issued by *Akiba Guide* that is revised every month.
www.akiba-guide.com
(Japanese only)

BUKI-YA:
Literally meaning "the shop of weapons," Buki-ya specializes in both new and old replica swords and armor from Japan and overseas. It looks like the weapon shop in *Dragon Quest*, and you'll be overwhelmed by the selection. You can find swords such as Excalibur and Archer's sword that are featured in some game and anime titles as well as *shuriken* (flying blades used by ninja). It's located on the fourth floor of Takara building.
www.wbr.co.jp (Japanese only)
TEL. +81-3-3253-6435

RADIO KAIKAN: This building is a holy place for hobby and toy lovers. Major figure shops like Kotobukiya and Kaiyodo sell an unbelievably wide variety of items. The building also has K-Books, the largest comic book and special-interest magazine store in Akihabara.

Illustration by Ai Tatebayashi

Nakano Broadway Highlights www.nbw.jp (Japanese only)



3F ANIME WORLD STAR
This store specializes in anime cells and anime-related goods, including tools for anime production, anime toys, trading cards, arcade game cards, and figures. It buys products as well.
www.anime-world-star.com
TEL. +81-3-3386-0389

3F CANDY ONE
This store buys and sells cosplay costumes and goods. Since it is a licensed official costume provider for anime and game productions, the products there are absolutely authentic.
www.candy-one.com
TEL. +81-3-5345-5622

4F KANRANSHA C-S2
If you are a movie buff, Kanransha C-S2 will thrill you. It specializes in movie posters, leaflets, and booklets for both old and new films. The store also carries many rare items that can only be found there.
TEL. +81-3-5343-2444

4F SPIN GEAR
Yo-yos are the only concern here. The store carries a variety of yo-yos from all over the world, for beginning to advanced levels. Staff members are all yo-yo experts and ready to give advice.
http://plaza.rakuten.co.jp/spingkano/
TEL. +81-3-3389-6436

3F TRIO2
This upscale used book and goods store sells back issues and concert goods related to J-pop stars and idols.
www.trio-broadway.com
TEL. +81-3-5343-2270

2F UTAHIME OOMU
An overwhelming number of pictures of pop idols are sold here. The store also carries CDs and trading cards, and customers who buy a CD get one idol picture for free!
TEL. +81-3-3387-9230

3F WARRIORS
This store specializes in air guns and tactical gear for survival games. It also carries military clothing and goods.
www.warriors.jp
TEL. +81-3-3388-5573

MANDARAKE, MASTER OF THE OTAKU BUILDING
This pioneering used bookstore specializing in manga was established in 1987. It has branches nationwide, and its extensive business in Nakano Broadway largely contributed to the transformation of the building complex into the "Otaku Building." Today, Mandarake sells used manga, anime, special-interest magazines, toys, original animation cells, CDs, DVDs, and antique goods and also has an auction and mail-order business for domestic and overseas customers. It also opened the Mandarake Complex Building in Akihabara in 2006.
www.mandarake.co.jp

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$165
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Japanese Travel Agency at Mitsuwa Marketplace
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www.jtbusa.com/en njm@jtbusa.com

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J-pop: Making It in America

Japanese music is largely a cult interest in the United States. Communities of fans follow the industry from abroad, but the fever has yet to catch on widely. Still, a handful of pop acts have struck a chord with the American public, and Japanese alternative musicians have carved a lasting niche in the independent music scene. The biggest J-pop breakthrough in America was also the most improbable. Singer Kyu Sakamoto topped the Billboard pop chart for three weeks in 1963 with the Japanese-language ballad "Ue wo Muite Arukou," renamed "Sukiyaki" for Western markets. Although most U.S. listeners didn't understand the lyrics about a protagonist facing upward and whistling to avoid crying, they connected with the song's soothing melody. American bands, such as The Ventures and A Taste of Honey, produced popular cover versions. Sakamoto's success remains an anomaly to this day, but it proved that American audiences could respond positively to quality J-pop.

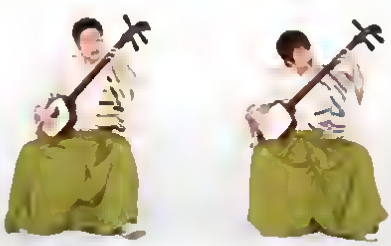
Disco duo Pink Lady cracked the American market next when their all-English song "Kiss in the Dark" hit #37 on Billboard in 1979. But they're mostly remembered for their infamous 1980 TV show, *Pink Lady and Jeff*. Fred Silverman, then CEO of NBC, wanted to replicate the svelte Mie and Kei's home-grown popularity in the U.S. and cast them alongside comedian Jeff Altman in a prime time variety show that poked fun at their limited English and barely let them perform their famous Japanese songs and dance moves. The show was cancelled after five episodes.

By the mid-2000's, the Internet had helped build a visible community of J-pop fans, and the success of anime such as *Pokémon* and *Cowboy Bebop* solidified Japan's reputation as a source of cutting edge popular culture. This was the perfect environment for a new generation of Japanese musicians to thrive. While the shamisen masters Yoshida Brothers already commanded international respect for their brilliant blend of traditional Japanese and modern Western music styles, their fanbase grew even larger after their song "Kodo" appeared in a commercial for the Nintendo Wii. The whimsically cute pop duo Puffy AmiYumi appeared in their own popular Cartoon Network program from 2004 to 2006. Ami Onuki and Yumi Yoshimura never broke the Top 40, but they enjoyed positive reviews in major media outlets and were beloved among the Japan-savvy Cartoon Network audiences. They will return to the U.S. on Oct. 10 at the Far East to East Showcase in New York City.

Japanese music has flourished most in the indie scene. Listeners seeking fresh sounds from around the world have taken to Japan's avant-garde artists, such as the experimental metal band Boris, Shibuya-kei group Pizzicato Five and alternative pop songwriter Shugo Tokumaru. College radio stations commonly schedule Japanese music blocks, and bands such as Polysics and The Emeralds attract diverse audiences to their U.S. shows. The 90's duo Cibo Matto was exemplary. Though singer Miho Hatori and keyboardist Yuka Honda were New York-based, they brought Japan's eclectic Shibuya-kei style to America by mixing rap, jazz, disco and more. Because their music sounded fresh and distinctive—and it still does—Cibo Matto was a cult favorite that received regular airplay on MTV and appeared in an episode of *Buffy the Vampire Slayer*.

Puffy AmiYumi is currently touring in Japan and will come back to New York on Oct. 10.

It remains a mystery whether another Japanese act will match or exceed Sakamoto's success. Thankfully, artists from the past decades have helped pave the way for the new generations of artists trying to make it in America.



Yoshida Brothers constantly performs in the U.S. since its debut in 2003. They have just finished their U.S. Tour 2010 in August.

Ani-son and Kyara-son Roar in Japan

It sometimes happens that a title song of a movie tops the music chart, but it's unlikely that the top 5 is dominated by songs from TV animation. In Japan these days, on the other hand, "ani-son" (title songs in TV anime or anime film) and "kyara-son" (songs based on the image of anime and manga characters) have become a major threat for popular musicians. Two songs from TV anime *Kelon*, "Go! Go! Maniac" and "Listen!" swept ranks 1 and 2 on Oricon Chart (Japan's Billboard) in May. In August, new songs from the same anime ranked 2nd and 3rd following superstar group SMAP. Also, in the first six months of the year 2010, there were as many as 40 songs that ranked in the Oricon single top 10 chart. Originally, ani-son used lesser-known artists but as TV anime gains popularity, it's begun appointing high-profile musicians to heighten its publicity—the best example is TM Revolution for *Mobile Suits GUNDAM SEED* series and L'arc~en~Ciel for *Fulmetal Alchemist*. Now the situation has reversed: ani-son now creates superstars.

Manga Culture: Enthusiasm Blurs Boundaries

It's been a while since major bookstores and libraries set up manga sections, and manga and anime became household words in this country. Although the number of publishing titles decreased by half due to the recession, the demand for manga has kept growing, says Mr. Yusuke Nomura, assistant manager of Kinokuniya Bookstore New York. We asked him about some of the recent manga trends.

While manga is enjoyed among wider age groups in Japan, here it mainly lures boys and girls. Mr. Nomura sees that female customers in particular have increased dramatically in the last 10 years. This is definitely caused by the influx of shojo manga, or manga for girls, which American comics lack. Manga has a wide variety of genres that have never been seen here before, but what are the rising genres? Mr. Nomura says, "Yaoi manga, so called boy's love manga, are getting more and more attention these days. Also, food manga is a huge genre in Japan. It has broken through here in the U.S. yet, but I believe the genre will become a hit sooner or later. For example, the English version of the *Oishinbo* series released last year sells very well, and I predict the same for *Moyashimon: Tales of Agriculture*." Kinokuniya created a food manga section for displaying selected titles in this category.

Nevertheless, shonen manga, or manga for boys, is the most popular genre in the store. Popular titles include familiar names like *Naruto*, *Bleach*, *One Piece*, and *Fullmetal Alchemist*, and customers' favorite manga artists are the highest-profile Naoki Urasawa (*Monster*, *20th Century Boys*) and Takehiko Inoue (*Slam Dunk*, *Vagabond*). Interestingly, more and more non-Japanese customers buy Japanese versions, not the English ones. It's partly because they want to study the Japanese language with manga, and partly because they just can't wait until the release of English version. "It used to take three years or so until the English versions were released, but today the time lag has been minimized to six months," he explains. "The speed in which information is spread now is amazingly quick. Right after the broadcast of Japanese anime on TV stations or the Internet, people come to us."

Mr. Nomura also points out that these days media has a very strong influence, and that every time a manga becomes anime or a live action version, its sales are boosted. He expects that *Bakuman* and *Gantz* will explode very soon in this way. The former, written by Ken Obata (*Death Note*), will be a series anime broadcast on Japan's public television channel, NHK. The live action film based on the latter is now being produced with Japanese pop stars, Kazuya Ninomiya and Kenichi Matsuyama. Thirst for new manga is now contributing to diminishing language barriers and cultural boundaries.

New York Anime Festival X New York Comic Convention

October 8-10 @ the Jacob K. Javits Center

This year, New York Anime Festival (NYAF) and New York Comic Convention (NYCC) team up and celebrate the best of popular culture on both sides of the Pacific. NYAF features exclusive and extensive anime screenings, guests from America and Japan, manga, cosplay, video games, live-action Japanese cinema, fashion, food, and the cultural treasures that gave birth to Japanese pop culture. NYCC hosts the latest and greatest in comics, graphic novels, anime, manga, video games, toys, movies, and television as well as panels and autograph sessions. Here are highlights of the most exciting popular culture event.

Japanese Guests List

Guest of Honor **Minori Chihara** — Seiyu (voice actor)/Singer

Minori Chihara debuted in the anime world in 2004 as the voice of Aya Natsume in the series *Tenjho Tenga*. Since then, she's tackled over 40 anime series lending her voice both to characters as well as to theme songs. Notable roles include Minami Iwasaki in *Lucky Star*, Toa in *Dragonaut*, Raquel Mayol in *My-Otome 0–S.ifr–* and Chiaki Minami in *Minami-ke*. She is most known as Yuki Nagato in the popular *Melancholy of Haruhi Suzumiya* anime series, and in addition to voicing Yuki Nagato in the new *The Disappearance of Haruhi Suzumiya* film, she also performs its theme song. Ms. Chihara's full schedule will include both panel sessions and autograph signings. Bandai Entertainment will present a special screening of *The Disappearance of Haruhi Suzumiya* at NYAF, with Ms. Chihara welcoming fans to the premiere. On October 9, she will perform a concert at the convention. General admission to Ms. Chihara's concert is free and first come, first-served.

Musical Guest **Puffy AmiYumi**

Puffy AmiYumi, composed of singers Ami Onuki and Yumi Yoshimura, debuted in 1996 with the million selling single *Asia No Junshin*. Since then, their music has made them household names in Japan, leading to numerous hit songs, commercial appearances, and even their own television show. In 2000, Puffy AmiYumi began releasing albums and touring in the US. In 2004, Cartoon Network created an original cartoon, *Hi Hi Puffy AmiYumi*, which became one of the most watched cartoons in the world — having been broadcast in 110 different countries. Puffy AmiYumi will be headlining Superglorious's Far East To East Showcase on October 10 at Irving Plaza. Tickets can be ordered from Irving Plaza's Box Office or via Ticketmaster.

Musical Guest **VAMPS**

VAMPS — composed of HYDE, from the famous Japanese band L'Arc~en~Ciel, and K.A.Z, from the groups Oblivion Dust and HIDE with Spread Beaver — will be returning to NYC after their 2009 sold-out show at New York's Irving Plaza. Now on their third consecutive year of touring, VAMPS is playing a 40+ show tour in Japan this summer which will extend into their VAMPS Live 2010 World Tour this fall. VAMPS will be performing at New York's Roseland Ballroom on October 9, but before that, they'll be at the New York Anime Festival and New York Comic Con for a special Q&A session with fans on October 8! Tickets for the VAMPS show at Roseland are on sale now at **www.livenation.com**

Featured Guest **Misako Rocks!**

— Comic Book Author

Misako Rocks! developed a love for comics and manga at an early age and drew her first comic at the age of 13. She moved to New York in 2001 and worked as a puppeteer, face painter, animal balloon maker, and art teacher while still developing her own work. Her first book, *Biker Girl*, and second, *Rock and Roll Love*, were published by Hyperion. She recently scored a three-book deal with Henry Holt, and her first Henry Holt book, *Detective Jemaa*, was released in 2008. She's also illustrated The Onion's Savage Love for 10 years. Visit **www.misakorocks.com** for more.

Cosplay Singer, Reni, will Welcome You!

New York-based cosplay singer Reni is coming to NYAE to perform Akiba kei singing and dancing. She has attracted so many local fans, but her pretty stage costumes, upbeat personality, and her outstanding singing talent will charm you!

Visit **www.renireni.com** for more.

Events

Maaquarada October 9

NYAE and NYCC will be celebrating the art of costumes and cosplay with the NYCC and NYAE Masquerade October 9 at 7:30pm, come to the Special Events Hall of the Javits Center to check out the amazing costumes of favorite characters live onstage The Masquerade consists of two divisions the Performance Contest and the Walk on Costume Contest If you are confident in your craftsmanship skills but aren't a big performer, join us as a Walk-on Contestant If you can cosplay your favorite character better than anyone at the con then being a Performance Contestant is for you

The contestant with the best costume construction at the Masquerade will win the award for Best Craftsmanship Best Performance will be awarded to the act with the most outstanding cosplay performance and accuracy of their character The winner of the highest combined score in both categories will win the Yume Cosplay Prize. NYCC and NYAE's Masquerade plays host to the finals of the Yume Cosplay Prize Last year's Yume Cosplay Prize winners won a trip to the Tokyo Anime Fair and this year's winners will receive a trip to another global cosplay destination.

The Never-Ending Closet: A Fashion Show October 10

The Never Ending Closet. A Fashion Show is a showcase of samples from the collections of various independent alternative and global designers that add Gothic, Lolita and Neo-Victoriana aesthetics to modern life Pieces will range from haute couture to everyday clothes with a Victorian twist and will be modeled by passionate fans — the women and men at the center of the movement The Never Ending Closet, running an hour in length will feature the works of six different designers — each presented on-stage in 10 minute acts

Kids Day October 10

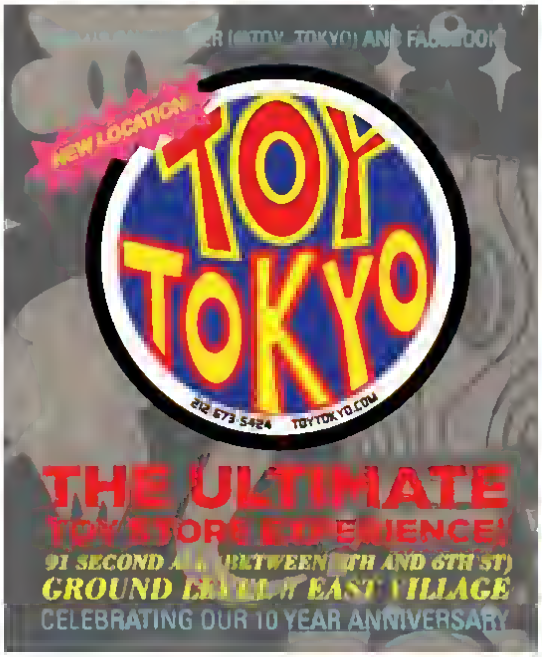
NYCC is hosting an additional Comic celebration for the younger set Kids Day!! They invite you to bring the little ones to the show – all those 12 and under get in free! Kids Day will be filled with everything Comic and Pop Culture kids love. NYCC is making it over the top this year – from drawing workshops to hanging with their favorite characters! Kids Day has panels and special events just for kids too!

The Cultyard October 8-10

NYCC is teaming up with The Cultyard to bring an edgy artistic and splashy new addition to the 2010 show! The Cultyard pavilion will bring together art, design collectible toys, pop-tech and fashion of the underground pop culture scene. The Cultyard "show-within a show" at NYCC 2010 will showcase a top-notch list of creative lifestyle companies whose products include urban apparel, collectible designer toys art and illustration independent magazine publications animation tech and entertainment.

They're swooping into the show with the jazzy people and brands who have always and will continue to influence popular arts! Currently, these well-known companies have already signed on to exhibit. Tokidoki Toy Tokyo, DKE StrangeCo Tenacious Toys myplasticheart Toyqube and Mimoco The Cultyard is also hosting some standout tastemakers innovators artists and thinkers such as Simone Legno and Tara McPherson

The information of exhibitors and the schedule of panels and screenings can be checked on their website: **www.newyorkanimefestival.com** and **www.newyorkcomiccon.com**



MOE ART REVOLUTION IN NY
♡ Starring at NY Anime Festival!
You can also see Reni's performs up close at her booth!
♡ Wanna invite Reni to your private party?
For a party appearance and performance contact at info@renireni.com
Reni heals the world by innocence & cuteness (^o^)v
"Kawaii overdose" — Anime Explosion
"A genuine Japanese idol that American fans can finally call their own" —Anime Almanac
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POP IDOL
Follow Moe ART movement in NY @
www.ReniReni.com

Shop Guide

The following is a list of shops where you can buy Japanese goods services and art.

Coupon available at **www.chopsticksny.com**

FASHION

Upper West — Bit'z Kids — Clothing
410 Columbus Ave (bet 79th & 80th St)
212-724-1415

Upper East — R by 45rpm — Clothing
17 E 71st St (bet Madison Ave and 5th Ave)
212-737-5545

Upper East — Seigo Accessories — Accessories
1242 Madison Ave (bet. 83th & 84th St)
212-534-0275

Upper East — SEIGO NECKWEAR — Accessories
1248 Madison Ave (bet. 89th & 90th St)
212-387-0131

Gramercy — Nippiu — Lingerie Shop

Japanese expert in body shaping undergarments with 20 years of experience. Specializes in custom-altered fits from small 30A to full 40H to enhance body shape. Three-step system gradually reshapes tissue through a series of bras to increase fit naturally.
58 Madison Ave (bet. 27th & 28th Sts)
212-685-2273 www.nippiu.com

East Village — ARGOSY — Clothing
428 E 9th St (bet 1st Ave. & Ave A)
212-982-7518

East Village — Local Clothing — Clothing
328 E 9th St (bet. 1st & 2nd Ave)
212-777 3650

East Village — Tokio 7 — Clothing
83 E 7th St (bet. 1st & 2nd Ave)
212-353-8443

East Village — Tokyo Joe — Clothing
334 E 11th St (bet 1st & 2nd Ave)
212-473-0724

Lower Mhn — Arth — Accessories
75 W Houston St (Wooster & W Broadway)
212-533-1431

Lower Mhn — Bit'z Kids Tribeca — Clothing
275 Greenwich St (bet. Warren & Murry St)
212-571-0103

Lower Mhn — Facial Index — Eyewear
104 Grand St (at Mercer St.)
646-613 1055

Lower Mhn — Jueko Yoshioka — Clothing
580 Broadway 2 Fl (W Broadway & W Houston)
212 209-3302

Lower Mhn — Kaori's Closet — Clothing
71 W Houston St (Wooster St. & W. Broadway)
212-387-7758

Lower Mhn — Madame Killer — Clothing
396 Broome St (bet Lafayette & Mulberry)
212-505-3332

Lower Mhn — Mieko Mintz — Clothing
85 Thompson St. (bet Spring & Broom St.)
212-627 1524

Lower Mhn — Mike Iantorno — Clothing
93 Reade St 2Fl (bet W Broadway and Church)
212-966-7777

Lower Mhn — R by 45rpm — Clothing
163 Mercer St (at Houston St.)
917 237-0045

Lower Mhn — UNIQLO — Clothing
546 Broadway (bet. Prince & Spring St.)
917 237-8100

Lower Mhn — Yamak — Clothing
321 1/2 Bleecker St (Christopher & Grove)
212-807-9100

Lower Mhn — Yohji Yamamoto — Clothing
103 Grand St (at Mercer St.)
212-966-9066

Online — TokyoNY — Accessories
info@tokyony.com
917-743-4767

J-POP CULTURE

Midtown West — HQ Video — Video Rental
21 W 45th St 2nd Fl (bet. 10th & 11th Ave.)
212-995-0199

Midtown West — Jim Hanley's Universe — Manga
4 W 33rd St (bet. 5th Ave. & Broadway)
212 268-7088

Midtown West — Kinokuniya Bookstores — Book
1073 6th Ave (bet. 40th & 41st St.)
212-995-1700

Midtown West — Midnight USA — Video Rental
35 W 43rd St 2nd Fl (bet 5th & 6th Ave.)
212-827-0502

Midtown West — Midtown Comics — Anime
200 W 40th St (at 7th Ave.)
212-302-8192

Midtown East — Book Off — Manga
49 W 45th St (bet 5th & 6th Aves.)
212-995-1410

Midtown East — Midtown Comics — Anime
45a Lexington Ave (at 45th St.)
212-302-8192

Chelsea — Cosmic Comics — Manga
10 E 23rd St 2nd Fl (at Madison Ave.)
212-460-5322

Chelsea — Image Anime — Anime
242 W 30th St. (bet 7th & 8th Ave.)
212-631-0396

West Village — AC Gears — Toy
86 E 8th St. (at Mercer St.)
212-260-2268

East Village — Forbiddee Planet — Toy
840 Broadway (at 13th St.)
212-473-1578

East Village — Kim's Video St. Marks — Anime
124 1st Ave (bet. 7th St and St. Mark Pl.)
212-533-7350

East Village — St. Marks Comics — Manga
11 St. Marks Pl (bet. 2nd & 3rd Ave.)
212-598-9433

East Village — Sunrise Mart — Video Rental
4 Stuyvesant St (bet 3rd Ave. & 9th St.)
212-598-3040

East Village — Toy Tokyo — Toy
51 2nd Ave (bet. 5th & 6th St.)
212-673-5424

East Village — Video Games New York — Toy
202 E. 6th St. (at 3rd Ave.)
212-539-1038

Lower Mhn — Kidrobot — Toy
126 Prince St (bet. Greene & Wooster)
212-966-6698

Strapya World comes the latest character cellphone straps from popular anime and manga. Their selections include beloved characters from Tatoro, Panyo Dragonball & Dragonball Z, One Piece and Doraeman as well as Neon Genesis Evangelion, Hetalia Axis Powers and Bakemonogatari. Come to Strapya World and be a trendsetter among your friends!

Shop at
www.strapya-world.com/categories/12_30.html
Strapya home **www.strapya-world.com/**

Lower Mhn **Sunrise Mart, Soho**
494 Broome St (W. Broadway & Wooster) 212-219-0033 — Video Rental

Queens **Anime Castle**
35-32 Union St., Flushing NY 11354 347-436-1236 — Anime

Long Island **Anime Castle**
77 Searing Avenue, Mineola NY 11501 516-214-4484 — Anime

Westchester **Sefori Books**
512 Mamaroneck Ave White Plains NY 10605 914-563-0145 — Video Rental

California **Digital Manga, Inc**
1487 W. 178th St, Gardena CA 90248 310-817-8010 — Manga

TRADITIONAL

Upper East **Sera**
950 Lexington Ave (bet. 69th & 70th St.) 212-772-8243 — Dishware

Midtown East **Japanese Culinary Center**
711 3rd Ave (at 45th St.) 212-661-3333 — Dishware/ General

Midtown East **Katagiri & Co., Inc**
226 E. 59th St (bet. 2nd & 3rd Ave.) 212-838-5453 — Dishware

Midtown East **Lotus Books and Gifts**
151 E. 57th St. 3rd Fl (bet. Lex & 3rd Ave) 212-355-0165 — General

Midtown East **Minamoto**
608 F 6th Ave. (at 49th St.) 212-489-3747 — Confectionery

Chelsea **KYOTOYA**
23 W. 19th St. (bet. 5th & 6th Ave.) 212-414-0720 — General

Chelsea **Po'An**
521 W. 26th St. (bet. 10th&11th St) 212-697-4635 — Dishware

East Village **Mokeri**

Makers offers innovative and traditional museum quality antiques from Japan. We carry tableware, china, furniture, kimono ornaments and art from Edo to Showa periods as well as contemporary items like tea & sake cups, tenugui and more!
37 Third Ave (bet. 12th & 13th St.) 212 995-5886 www.themakan.com — Antique/ General

Lower Mhn **KITEYA SOHO**
Kiteya means "please visit us" in the Kyoto dialect of Japanese. We offer a variety of products such as wrought iron decorations, kids clothing, washi papers and more. Luxury line of handbags and scarves made from traditional Yuzen dyed kimono cloth available.
464 Broome St (bet. Mercer & Greene St.) 212 219-7505 www.kiteya.com — General

Lower Mhn **Korin**
57 Warren St (bet. Church St and W. B way) 212-587-7021 — Dishware

Lower Mhn **The Kimono House**

They carry over 100 kimono ranging from formal tradition to casual new and vintage. A wide variety of Obis, Tabi socks and other kimono accessories are available. They also offer Kitsuke (kimono dressing) services for weddings and special occasions.
112 Spring St. (at Thompson St.) 212-226-0232 http://kimonohouse.blogspot.com — Kimono

Queens **Seito Trading**
92-15 11th St. Long Island City NY 11101 718-472-5413 — Dishware

New Jersey **Mers New York**
595 River Rd. Edgewater NJ 07020 201-945-1134 — General

New Jersey **Utsuwa-No-Yokata**

Art on plates is another aspect of enjoying a meal. Japanese tradition is to choose the right shape, size and colors of a plate to suit the food being served. Experience Japanese tableware at Utsuwa-No-Yokata, direct importer of Japanese potteries.
595 River Rd. Edgewater NJ 07020 201-941-1902 www.tokusa.com — Dishware

Pennsylvania **Morihata International**
428 North 13th St. Philadelphia PA 215-236-1328 — General

Online **J-Life International, Inc**
Live Japan. Bring the simplicity and elegance of Japanese design into your home or workspace. All J-Life wares are selected in the traditional comforts of Japanese life with futons, zabutons, kotatsu, tatami, shoji and hundreds more exquisite products.
PO Box 1899 Conway NH 03818 1-866-363-9291 www.jlifeinternational.com — Home Decor

Online **Kimono Lily**
63 Flushing Ave Brooklyn NY 11205 800-953-2488 — Kimono

Online **Wuhao New York**

Tenugui (te-hand, nugui-wipe) are Japanese cotton towels used as towels, wrapping rags, decorations and accessories. Art works of tenugui are unique and elegant. These simple cloths bring the beauty of Japanese tradition and style into your life.
536 W. 111th St (Broadway & Amsterdam) 212 231-8126 www.wuhaonyc.com — Towel

GALLERY

Upper West **Gallery Sokiko**
155 W. 68th St. #1127 (Broadway & Amsterdam) 212-496-3263 — Gallery

Chelsea **Ippodo**
521 W. 26th St (bet. 10th&11th St) 212-957-4699 — Gallery

Chelsea **NYCoo Gallery**
1133 Broadway (bet. 25th & 26th St) 212-380-1149 — Gallery

Chelsea **Onishi Gallery**
521 W. 26th St. (bet. 10th & 11th Ave.) 212-675-8035 — Gallery

Queens **Gallery Gen**
47-09 30th St. Long Island City NY11101 718-392-7717 — Gallery

OTHER

Upper West **Absolute Piano**
1646 Park Ave.(at 116th St.) 212-597-8173 — Other Goods

Midtown West **Toho Shoji N.Y.**
950 6th Ave. (bet. 30th & 37th Ave.) 212-967-7465 — Jewelry Supply

Midtown East **Terry May**
153 E.53rd St. (bet. Lexington & 3rd Ave.) 212-888-0303 — Other Goods

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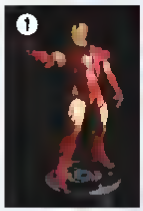
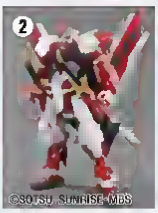
Special Survey on Anime & Manga School in Japan

Answer the Survey & **Get Anime/Manga Goods**



Iron Man Figure (1)
Courtesy of Kotobukiya

KOTOBUKIYA
www.KotoUS.com



Gundam Astray Red Frame Kai Figure (1)
Courtesy of Gundam Planet

Gundamplanet.com
www.gandumplanet.com

Street Fighter IV Fight Pad Action Voice Key Chain (7)
Courtesy of Strap-Ya

www.strapya-world.com

Gacha Gacha Toy (7)

Enter before October 20th

Plaasa tall us what you think about anima and manga school in Japan.

Q1. Would you lika to study animation or comics to build your caraar?
a) Yes b) No c) Currently studying animation/comics at school
Those who chose "a" or "c" move to **Q2**
Those who chose "b", move to **Q7**

Q2. Would you lika to study anima and manga in Japan?
a) Yes b) No
Those who chose "a", move to **Q3**
Those who chose "b" or "c", move to **Q7**

Q3. What kind of major are you interested in?
a) Anime b) Manga c) Gama d) Character Design
d) Other ( )

Q4. What kind of program are you interestad in?
a) Short-term program (ex. Summer program Spring seminar)
b) 1 year program
c) Degree program requiring more than 2 years
d) Credit transfer system
e) Other ( )

Q5. What ara your concarns whan choosing an anima and manga school in Japan? (choose as many as may apply)
a) Program b) Tuition c) Location
d) Affiliated language program
a) Other ( )

Q6. How do you gat information about schools in Japan?
a) Internet
b) Reference at schools and from teachers
c) Reference at Japanese organizations
(ex. Japan National Tourist Organization tourist bureaus)
d) Word of mouth
e) Other ( )

Q7. Whara would you lika to visit whan you traval around Japan?

_____

_____

_____

Q8. List 3 anima or manga titlas you lika.

1. _____
2. _____
3. _____

Plaase share your personal information with us.

Name _____

Age
a) 14 & below b) 15-19 c) 20-24 d) 25-34
e) 35-44 f) 45 & over

Gender a) Male b) Female

Occupation (optional) _____

Email address _____

Item number of the prize you would like to get: _____

*The prize winners will be notified via email by October 15th.

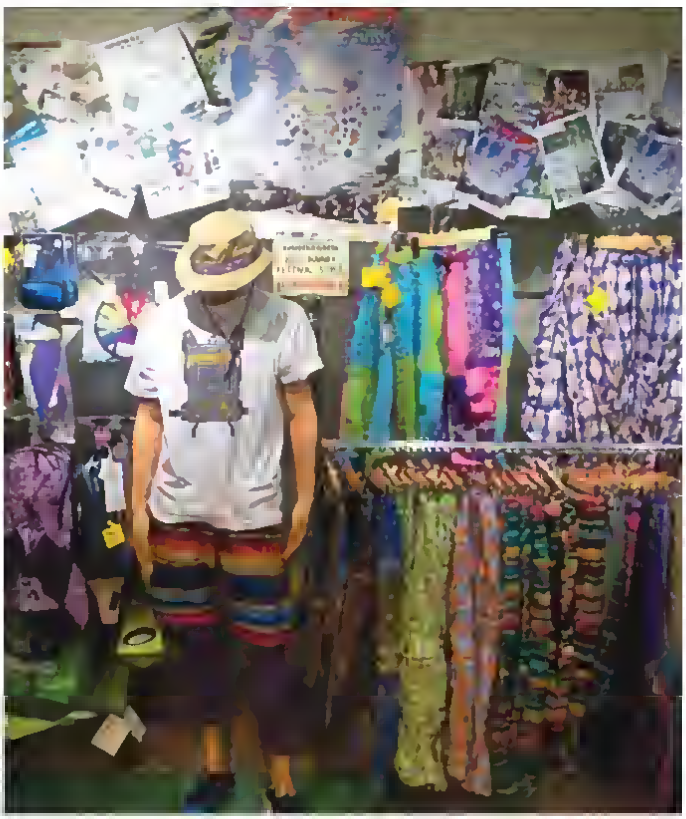
Three Ways to Answer the Survey

❶ Go to www.chopsticksny.com/survey.php ❷ Fax to 212-431-9960 ❸ Email to survey@chopsticksny.com

CHOPSTICKS NY

Style From Japan

Look Amazing at Outdoor Festivals



From summer until early autumn, people embrace the outdoors. Local festivals, carnivals, and fireworks are the most common events in Japan, but a growing number of young people are attending outdoor music festivals. The history of major outdoor music festivals goes back to the Fuji Rock Festival of 1997. The weather was terrible then, and many audience members got sick afterward. After this experience, people started to think about wearing outfits appropriate for storms and sudden temperature shifts. It was, however, not easy to remain stylish as well as ready for rough weather.

As the popularity of outdoor music festivals grew, new styles of outdoor clothing were developed — clothing that was functional, comfortable, waterproof, superior in moisture absorbency, and, most important, fashionable. An outdoor music festival is not only a place to enjoy live music but also a dating spot and place to meet potential dates, so traditional outdoor clothing does not really meet the fashion requirements of a stylish woman. This style deficiency was the catalyst for the introduction of colors, patterns, and designs that had never been seen before in the outdoor-wear market. Pastel colors are especially trendy right now, and plaids and checks are popular patterns. A poncho, rather than an umbrella, is most useful in the rain because it allows the wearer more mobility, even permitting dancing during the concerts. For footwear, there are two types of consumers: people who want waterproof shoes and others who enjoy wet feet. For the former, Gore-Tex sneakers are best; outdoor sandals are preferred by the latter.

"We launched the outdoor festival section in our shops five years ago, but it was about three years ago that this part of the market exploded. The items that allow color coordination are especially popular here," commented Hironori Kakuta, public relations representative of Oshman's Japan, a sporting goods retailer. Now there's no excuse not to look amazing in stormy weather.

—Reported by *Mark Minai*

Mark Minai resides in Japan and writes articles and books on cultural trends and fashion issues.

FOOD DRINK GROCERY

RESTAURANT REVIEW
NARUTO RAMEN / KODAMA SUSHI / DIECI

ASIAN RESTAURANT REVIEW
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LISTINGS
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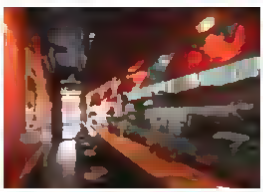
GROCERY & SAKE

RAMEN / JAPANESE

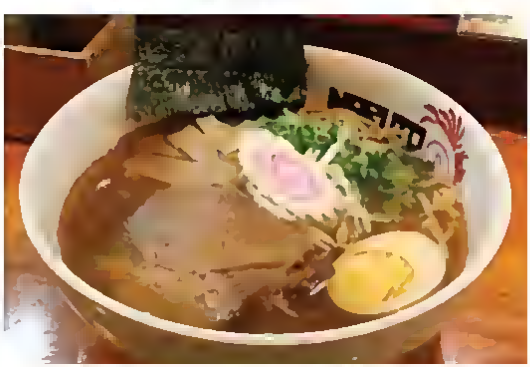
Naruto Ramen

1596 3rd Ave., (bet. 89th & 90th Sts) | New York, NY 10128
TEL 212-289-7803
Sun-Sat: 12 pm-11 pm Cash Only



From the shop front hanging curtains to the stretched counter dining, **Naruto Ramen** shouts authentic ramen shop from the inside out! This "hole-in-the-Japanese-wall" is a rarity on the Upper East Side and this is also why the restaurant has enjoyed increased popularity since 2007. Naruto's manager, Mr Kyoji Noda, has perfected the ramen recipe in NY and believes that the key to making good ramen is the complexity of its "umami" (flavorfulness). The broth, a mixture of chicken, pork, seafood and vegetables, is homemade and cooked before your eyes in a typical Japanese atmosphere. It takes almost a full day to achieve a clear yet rich soup that will complement the toppings without overpowering their individual taste. The cook gathers the ingredients in a seemingly effortless choreography and within minutes, the bowl is presented to you. Naruto Ramen reinvents its menu along with the seasons and keeps customers coming back to discover new dishes. For summer, the *Hiyashi Chuka* (cold noodle with assortment of toppings) is a favorite. They also offer weekly specials on Mondays ramen for $6.50 or Wednesdays when the homemade gyoza dumplings are only $2.50.

NARUTO SHOYU RAMEN



The most popular dish on the menu. *Naruto Shoyu Ramen*. Tender curly ramen noodles are topped with crunchy bamboo shoots, scallions, boiled egg, a thick slice of pork and the now famous "naruto" fish cake slice.

3 Best Sellers

- **Naruto Ramen** (shoyu Flavor) **$9**
- **Tantan Men** **$10**
- **Homemade Gyoza Dumplings** (6 pieces) **$4.50**

SUSHI / JAPANESE

Kodama Sushi

301 W. 45th St., (at 8th Ave.) New York, NY 10036
TEL. 212 582-6065 Mon-Fri 12pm-11.20pm (Lunch 12pm-5pm)
Sat: 12.30pm-11.20pm Sun. 5pm - 10.30pm

When it comes to the trend of Japanese food in NYC, **Kodama Sushi**, which has been in business in the theater district for more than 30 years, knows best. They were here when it all began, when tempura and teriyaki were about the only two Japanese cuisines known to America. The restaurant is famous for the best price and volume and for the quality of food, but that's not all that's kept them in business all these years. While primarily a sushi restaurant, they serve up some unique creations offered nowhere else as daily specials, making it exciting for regulars. According to owner, Kenji Kodama, Japanese Curry is now on the horizon of becoming the next big thing. So in order to get a head start on the trend, the restaurant has been offering a unique take on Japanese curry since mid August. The new curry menu features a customizable curry dish where people are free to choose between rice, udon noodles, and spaghetti pasta, which the curry is poured over. Toppings for the curry also come with a choice of fried seafood, fried vegetables, or meats. And with a small store selling Japanese snacks located at the front of the restaurant, you can even get some shopping done.

TEMPURA CURRY PASTA

Tempura Curry pasta may sound weird, but one bite is all it takes to get you hooked. As the curry here has such a deep, rich flavor as if it was slow cooked in the pot over days. Try it at least once. You won't be sorry.

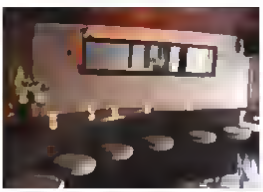
3 Best Sellers

- **Broadway Box** L: $11.75 D: $15.75
- **Grilled Chicken Salad** $7.75
- **Tempura and Salmon Teriyaki** $16

JAPANESE / ITALIAN

Dieci

228 E 10th St. (bet. 1st & 2nd Aves.) New York, NY 10003
TEL. 212-456-3656
Mon-Thu: 6-11pm, Fri: 6-11:30pm, Sat: 5-11:30pm, Sun. 5-10:30pm



Located in the heart of the East Village where you can always enjoy a cutting-edge culinary experience at a reasonable price, **Dieci** offers top quality, creative Japanese dishes. As its name suggests the small restaurant on E. 10th Street started out as an Italian wine bar three and a half years ago and has become one of the most popular destinations for those who seek something new. Recently Dieci dramatically redesigned its menu introducing the famed chef, Takanori Akiyama, (formerly of Lan) with a direction of Japanese infused tapas. However, Dieci's agenda of featuring local ingredients has been unchanged. Every morning, the kitchen staff runs all over the city to get the freshest vegetables, meat and vegetables are brought in from around the world. Chef Akiyama gives them a magic twist and creates dishes such as *Baby Red Potato Gratine with Sea Urchin* and *Crispy Warm Fluke Sashimi* that take you way beyond where the titles suggest. Even their sushi menu, like *Spicy Tuna and Grilled Brie Roll*, invites you on a trip to an unknown realm of flavor. But, there is no need to worry, Dieci's long experienced approach promises you another unforgettable night in the East Village.

MISO INFUSED FILET MIGNON TATAKI

Dieci's *Miso Infused Filet Mignon Tataki* features USDA Black Angus marinated well in special Miso sauce with a secret ingredient. Tataki or the Japanese traditional surface grilling method works best to enhance the tenderness of the meat. Good with Dieci's selection of highest quality sake.

3 Best Sellers

- **Foie Gras Daikon** $15
- **Crispy Warm Fluke Sashimi** $8
- **Baby Red Potato Gratine with Sea Urchin** $6

Japanese Restaurant Guide

$35 Average price for a dinner entree and a drink (sake or wine)

Sushi Bar Available | Open for Lunch

M Tu W Day Close | Th F Sa Su | Delivery

Family Dining | Romantic Dining | Local Favorite

Vegetarian Friendly | Business Dinner

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Upper West

Upper West — Akai Sushi Lounge $18
507 Columbus Ave (bet. 84th St. & 85th St) 212-362-6200

Upper West — Bar Masa $69
Time Warner Ctr. 10 Columbus Cir.,4th Fl 212-823-9800

Upper West — Dan Japanese Restaurant $20

Serving affordable Japanese dishes for $20 or less in the heart of Lincoln Sq. for over 30 years. Our sushi chef Mr. Miyake and the dining chef Mr. Hada are both native Japanese and have been satisfying our patrons with delicious meals for over a decade.
2018 Broadway (at 68th St.) 212-877-5255

Upper West — Gari $80
370 Columbus Ave (bet. 77th & 78th St.) 212-362-4616

Upper West — Haru $35
433 Amsterdam Ave (bet. 80th & 81st St.) 212-579-5655

Upper West — Ichie Japanese Restaurant $20

Enjoy sushi and 10 kinds of daily appetizers by their Japanese chef. The seafood is fresh from Fulton Market, and the menu includes unique items like Ichie Special Chirashi. Call for delivery availability.
53 W 10th St (bet. Central Pk W. & Columbus) 212-995-4298 www.chopsticksny.com/ichie $20

Upper West — Kitero $18
510 Amsterdam Ave (bet. 84th & 85th St.) 212-787-3009

Upper West — Kouzan $25
815 Amsterdam Ave. (at 93rd St.) 212-280-8053

Upper West — Kuma Sushi $30
165 W 72nd St. (Amsterdam & Columbus Ave) 212-580-5228

Upper West — Mama Sushi $25
237 Dyckman St. (Broadway & Riverside Dr.) 212-544-0003

Upper West — Mana Organic Cafe $20
646 Amsterdam Ave. (bet. 91st & 92nd St.) 212-787-1110

Upper West — Masa $400
Time Warner Ctr. 10 Columbus Cir.,4th Fl 212-823-9800

Upper West — Matsu $20
483 Columbus Ave. (bet. 83rd & 84th St.) 212-799-7822

Upper West — Momoya Amsterdam $35
427 Amsterdam Ave (bet. 80th & 81st St.) 212-580-0007

Upper West — Next Door $25
913 W. 187th St. (Pinehurst & Fort Washington) 212-543-2111

Upper West — Ozu $20
568 Amsterdam Ave (bet. 87th & 88th St.) 212-787-8316

Upper West — Planet Sushi $25
300 Amsterdam Ave (Corner of 74th) 212.712.2162

Upper West — Sage Grill $25
1269 Amsterdam Ave (bet. 122nd & 123rd St.) 212-666-2396

Upper West — Saji's $20
258 W. 108th St. (bet. Bway & Amsterdam) 212-749-4834

Upper West — Suma Sushi $25
964 Amsterdam Ave (bet. 107th & 108th St.) 212-280-5058

Upper West — Sun-Chan $25
2707 Broadway (bet. 103rd & 104th St.) 212-749-5008

Upper West — Sushi A-Go-Go $20
1900 Broadway (bet. 63rd & 64th St.) 212-724-7340

Upper West — Sushi Hana $35
496 Amsterdam Ave (bet. 82nd & 83rd St.) 212-874-1076

Upper West — Sushi Yu 2 $25
627 W. 181st St. (bet. Pinehurst & Cabrini) 212 781-5833

Upper West — Tamaya $35
4030 Broadway (at St Nicholas Ave.) 212-568-0036

Upper West — Tanzan $32
295 Columbus Ave. (bet. 73rd St. & 74th St.) 212-580-7300

Upper West — Vine Sushi & Saka $20
2953-55 Broadway (bet. 115th & 116th St.) 212.222-3568

Upper East

Upper East — Aki Sushi $30
1425 York Ave. (bet. 75th & 76th St.) 212-628-8845

Upper East — Akita $25
1771 1st Ave. (bet. 91st & 92nd Ave.) 212-828-9898

Upper East — Danguri $54
302 E. 83rd St. (bet. 1st & 2nd Ave.) 212-737-5656

Upper East — East Japanese $22
354 E. 86th St. (bet. 1st & 2nd Ave.) 212-734-5270

Upper East — Fuji Yama $30
1466 1st Ave. (bet. 76th & 77th St.) 212-249-2722

Upper East — Gaisha $61
33 E. 61st St. (bet. Park & Madison Ave.) 212-813-1112

Upper East — Ginza $20
800 Lexington Ave. (at 62nd St.) 212-888-7998

Upper East — Haru $30
1327 3rd Ave. (at 76th St.) 212-452-1028

Upper East — Heru Seke Bar $36
1323 3rd Ave. (at 76th St.) 212-452-2230

Upper East — Hokkaido $25
1617 2nd Ave. (at 84th St.) 212 288-1302

Upper East — Ichiru $30
1684 2nd Ave. (bet. 87th & 88th St.) 212-988-6300

Upper East — Ikenohana $25
1018 Lexington Ave. (bet. 72nd & 73rd St.) 212 737-6638

Upper East — Iron Sushi $28
355 E. 79th St. (bet. 1st & 2nd Ave.) 212.772-7690

Upper East — Isohama $35
1666 3rd Ave. (bet. 93rd & 94th St.) 212-828-0099

Upper East — Iwaseki Sushi $25
1103 1st Ave. (bet. 60th & 61st St.) 212-308-9828

Upper East — Kaa Sushi $25
1240 1st Ave. (bet. 68th & 69th St.) 212-396-2754

Upper East — Ko Sushi (2nd Ave.) $31
1323 2nd Ave. (at 70th St.) 212-439-1679

Upper East — Ka Sushi (York Ave.) $31
1613 York Ave. (bet. 85th & 86th St.) 212 772-9838

Upper East — Keito Sushi $30
310 E. 53rd St. (bet. 1st & 2nd Ave.) 212-425-1216

Upper East — Kyoto Sushi $30
1240 Lexington Ave. (bet. 83rd & 84th St.) 212-288-5024

Upper East — Matsu $30
411 E. 70th St. (bet. York & 1st Ave.) 212 744-5454

Upper East — Mr. Ginger $33
1572 2nd Ave. (bet. 81st & 82nd St.) 212-988-1188

Upper East — Naruto Ramen $10

Our signature NARUTO RAMEN is a soy broth based noodle soup topped with boiled eggs, various vegetables and thick slices of tender pork. Miso and curry flavored broth also available. Enjoy any ramen for $6.50 on Mondays and GYOZA for $2.50 on Wednesdays.
1596 3rd Ave. (bet. 89th & 90th St.) 212-289-7803

Upper East — Oaki Sushi $35
1575 3rd Ave. (bet. 89th & 89th St.) 212-828-3388

Upper East — Paka $30
343 E. 85th St. (bet. 1st & 2nd Ave.) 212-249-0505

Upper East — Sasahune $85
401 E. 73rd St. (bet. 1st & York Ave.) 212 249-6563

Upper East — Shabu-Shabu 70 $37
314 E. 70th St. (bet. 1st & 2nd Ave.) 212-861-5635

Upper East — Sushi Hana $30
1501 E. 2nd Ave. (at 76th St.) 212-327-0582

Upper East — Sushi of Gari $80
402 E. 78th St. (bet. 1st & York Ave.) 212-517-5340

Upper East — Sushi Seki $57
1143 First Ave. (bet. 62nd & 63rd St.) 212-371-0238

Upper East — Sushi Suki $20
1577 York Ave. (bet. 83rd & 84th St.) 212 249-3766

Upper East — Tataki 72 $20
1400 2nd Ave. (bet. 72nd & 73rd St.) 212-472-1700

Upper East — Tenzan $35
1714 2nd Ave. (at 99th St.) 212 369-3900

Upper East — Teriyaki Boy $7
1640 3rd Ave. (bet. 91st & 92nd St.) 212-987-7150

Upper East — Tokuhei 86 $25
314 E. 86th St. (bet. 1st & 2nd Ave.) 212-628-5334

Upper East — TORI SHIN $70
1193 1st Ave. (bet. 64th & 65th St.) 212-888-0406

Upper East — Totoya $25
1144 1st Ave. (at 63rd St.) 212-753-0422

Upper East — Tsuki Restaurant $25
1410 First Ave. (bet. 74th & 75th St.) 212-517-0990

Upper East — Wajima $40
134 E. 61st St. (bet. Lex & Park Ave.) 212-813-9015

Upper East — Wasabi Lobby $30
1564 2nd Ave. (at 82nd St.) 212-988-8992

Upper East — YUKA Restaurant $25
1557 2nd Ave. (bet. 80th & 81st St.) 212 772-9775

Upper East — Yuka $25
1531 York Ave. (at 81st St.) 212-988-5900

Midtown West

Midtown West — Aki Sushi $30
366 W. 52nd St. (bet. 8th & 9th Ave.) 212-262-9985

Midtown West — Aoki $30
234 W. 48th St. (bet. Broadway & 8th Ave.) 212-956-2356

Midtown West — Bamboo 52 $18
344 W. 52nd St. (bet. 8th Ave. & 9th Ave.) 212-315-2777

Midtown West — Benihana $30
47 W. 56th St. (bet. 5th & 6th Ave.) 212-581-0330

Midtown West — Bento Nouveau $8

We offer high quality Japanese meal made fresh to go. With the motto "fast, cheap and delicious" we are here to provide ready-to-eat Japanese meals and snacks that are delicious and healthy for you. Sushi, bento box and noodles are available.
1407 Broadway (bet. 38th & 39th St.) 212-354-1405

Midtown West — Blue Ribbon Sushi $61
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253 W. 55th St. (bet. Broadway & 8th Ave.) 212-581-2240

Midtown West **Go Sushi**
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273 W 38th St (bet. 7th & 8th Ave.) $8.5
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Midtown West **Hare**
205 W 43rd St (bet. Broadway & 8th Ave.) $30
212-398-9810

Midtown West **Hayoshi Ye**
557 9th Ave. (bet. 55th & 56th St.) $14
212-956-2959

Midtown West **Inakaya**
120 8th Ave (at 16th St.) $45
212-954-2195

Midtown West **Iroha**
152 W 49th St (bet. 6th & 7th Ave.) $20
212-398-9043

Midtown West **Ise 56**
56 W 56th St (bet. 5th & 6th Ave.) $20
212-907-6702

Midtown West **Ishihama**
319 5th Ave. (at 32nd St.) $25
212-696-0202

Midtown West **Katsu-hama 55**
43-45 W 55th St (bet. 5th & 6th Ave.) $18
212-541-7145

Midtown West **Kodama 45**
301 W 45th St (bet. 8th & 9th Ave.) $20
212-582-8065

Midtown West **Koi**
40 W 40th St (5th & 6th Ave) $60
212-921-3330

Midtown West **Kyotofu**
705 9th Ave. (bet. 49th & 49th St.) $25
212-974-6012

Midtown West **Menchenko-Tei**
43-45 W 55th St (bet. 5th & 6th Ave.) $18
212-247-1585

Midtown West **Meokoi-Tei**
50 W 56th St (bet. 5th & 6th Ave.) $20
212-757-1642

Midtown West **Monster Sushi**
22 W 45th St (bet. 5th & 6th Ave.) $30
212-398-7707

Midtown West **Natsumi**
226 W 50th St (bet. Broadway & 8th Ave.) $30
212-258-2588

Midtown West **NOBU 57**
40 W 57th St (bet. 5th & 6th Ave.) $100
212-757-3000

Midtown West **Oyishi Soshi**
374 W 49th St. (at 9th Ave.) $12
212-265-5656

Midtown West **Rio & Yoe**
328 W 45th St. (bet. 8th & 9th Ave.) $25
212-307-0717

Midtown West **Soke Bor Hegi**
152 W 49th St. (bet. 6th & 7th Ave.) $20
212-764-8549

Midtown West **Sapporo**
152 W 49th St (bet. 6th & 7th Ave.) $13
212-869-4972

Midtown West **Shimize**
318 W 51st St (bet. 8th & 9th Ave.) $50
212-581-1581

Midtown West **Soho Nippon**
19 W 52nd St (bet. 5th & 6th Ave.) $30
212-489-2525

Midtown West **Segiyoma**
251W 55th St (bet. Broadway & 8th Ave.) $30
212-956-0670

Midtown West **Sushi Domo Domo**
330 W 58th St (bet. 8th & 9th Ave.) $60
212-707-8609

Midtown West **Soshi of Gort 46**
347 W 46th St. (bet. 8th & 9th Ave) $80
212-957-0046

Midtown West **Sushi Zen**
108 W 44th St. (bet. 6th & 7th Ave.) $70
212-302-0707

Midtown West **Soshiden**
123 W 45th St (bet. 6th & 7th Ave.) $45
212 398-2900

Midtown West **Sushiya**
28 W 56th St (bet. 5th & 6th Ave.) $20
212-247-5756

Midtown West **Tachigui Soheya**
732 7th Ave. (bet. 48th & 49th St.) $8
212-265-8181

Midtown West **Teriyaki Boy**
885 9th Ave. (bet. 57th & 58th St.) $7
212-307-7202

Midtown West **Totto Ramen**
366 W 52nd St (bet. 8th & 9th Ave.) $20
212-582-0052

Midtown West **Yokitori TOTTO**
251 W 55th St (bet. Broadway & 7th Ave.) $40
212 245-4555

Midtown West **Yoshinoya**
255 W 42nd St. (bet. 7th & 8th Ave.) $7
212-703-8540

Midtown West **Yummy Sushi**
30 Rockfeller Plaza Concourse Level $7
212-459 2100

Midtown East

Midtown East **Aburiya Kinnosuke**
213 E 45th St (bet. 2nd & 3rd Ave.) $51
212-867-5454

Midtown East **Aquamarine**
713 2nd Ave (bet. 38th &39th St.) $30
212 257-1880

Midtown East **Azusa**
31 E 44th St (bet. 5th & Madison Ave.) $25
212-661-0001

Midtown East **Chiyoda Sushi**
16 E 41st St. (bet. 5th & Madison Ave.) $18
212-400-6660

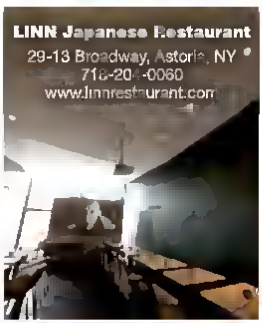
Midtown East **DONBURI-YA**
137 E 47th St (bet. Lexington & 3rd Ave.) $25
212-980-7909

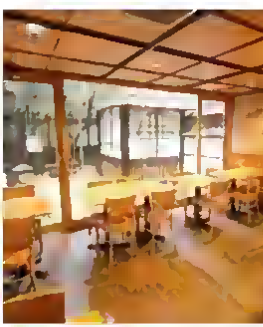
Midtown East **E&J Teriyaki House**
220 E 53rd St (bet. 2nd & 3rd Ave.) $20
212-888-9075

Midtown East **Gyu-Kaku**
805 3rd Ave. 2nd Fl (at 50th St.) $40
212-702-8816

Midtown East **Hakubai**
The Kitano Hotel 66 Park Ave (at 38th St.) $66
212-885-7111

Attention
All Beef Lovers!
Try Our Healthy Shabu-Shabu
◆Beef ($45 for 2)
◆Washu Beef ($70 for 2)
Mon-Thu 6pm - 7:30pm Sun 5pm - 7pm
157 E. 25th St. (bet 3rd & Lex.)
212 684-7830
www.momokawanyc.com





One of the Kind Ramen Noodles Available
Popular in Japan!
New style of Shabu Shabu
- Grilled Shabu Shabu
GRAND OPENING!
RED & BLACK
250 E. 52nd St.
(bet. 2nd & 3rd Ave.)
TEL: 212-328-4255 Lunch & Dinner

Midtown East **Hnru**
260 Park Ave (at 46th St.) | $35
212-490-9690

Midtown East **Hatsuhana**
17 E 48th St (bet 5th & Mad son Ave) | $50
212-355-3345

Midtown East **Hatsuhana Pnrk**

Casual d n ng experience with authentic and fresh sushi. The comb nat on of pr gram um seafood and nc ud sure to please your appe te! A wide variety of appetizers are popular among the Japanese persons. Enjoy a relaxing t me with great food in a cozy atmosphere
237 Park Ave (at 49th St) | $35
212-661-3400 www.hatsuhana com

Midtown East **Hida-Chon Romea**
241 E 52nd St 2nd Fl (bet 2nd & 3rd Ave) | $20
212-813-1900

Midtown East **Ise 49**
151 E 49th St (bet Lexington & 3rd Ave) | $25
212-813-6877

Midtown East **Izakaya Ariyoshi**
226 E 53rd St (bet 2nd & 3rd Ave) | $25
212-313-3540

Midtown East **Iznkaya Riki**
141 E 45th St (bet 3rd & Lexington Ave) | $50
212-986-5604

Midtown East **Katsu-hama**
11 E 47th St (bet 5th & Mad son Ave) | $18
212-750-5900

Midtown East **Kuruma Zushi**
7 F 47th St 2nd Fl (bet 5th & Madison Ave) | $110
212-317 2802

Midtown East **MEGU Midtawa**
845 UN Plaza (1st Ave Bet. 47th & 48th st.) | $125
212-964-7777

Midtown East **Menchnnko-Tei**
131 E 45th St (bet Lexington & 3rd Ave) | $14
212-856-6805

Midtown East **MOCO**

Moco Moco l ounge is now open on the 2nd floor of Moco Mon to Sat from 7pm to 2pm They now serve ramen noodles on both floors. Moco s open on Sun & Mon 5pm-11pm...Tue Thu 5pm 1am and Fri & Sat 5pm—2pm
51KA 3rd Ave (bet 34th & 35th St) | $30
212-695-3663

Midtown East **Noda-Sushi**
135 E 50th St (bet Lexington & 3rd Ave) | $25
212-838-2537

Midtown East **Ngiyn**
9 E 37th St (bet 5th & Mad son Ave) | $15
212-685-2233

Midtown East **Nippnn**
155 E 52nd St (bet Lexington & 3rd Ave) | $49
212 758-0228

Midtown East **Oms/b**
156 E 45th St (bet Lexington & 3rd Ave.) | $9
212-922-9788

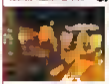
Midtown East **Onya**
143 E 47th St (bet Lexington & 3rd Ave) | $30
212-715-0460

Midtown East **Rnd & Black**
250 E 52nd St (bet. 2nd & 3rd Ave) | $30
212-826-4255

Midtown East **Restaurunt SEO**
249 E 49th St (bet 2nd & 3rd Ave) | $40
212-355-7722

Midtown East **Ringo**
205 E 45th St (bet 2nd & 3rd Ave) | $50
212-867-4200

Midtown East **SAKAGUKA**



Largest sake bar in the world serving over 200 var et es of sake and seasonal da ly spec als. Homemade soba, and lunch set of soba & rice bowl are popula. Th s amazing hideout s tusted on the basement level is perfect for couples. Private parties ava lable
211 E 43rd St 11F (bet 2nd & 3rd Ave.) | $50
212-953-7253 www.sakagura.com

Midtown East **Shnburi**
125 E 39th St (bet. Lexington & Park Ave) | $50
212-867-6666

Midtown East **Shinbashi**
7 E 46th St (bet 5th & Madison Ave) | $35
212-813-1008

Midtown East **Shochu Bar Hatchnn**

Conven ently located near Grand Central Stat on. It s an nese offering a w de selection of shochu and Japanese tapas. Enjoy drinks w th yakitori and sushi served f om the adjacent Yakitori East Restaurant. No cover charge. Discover your favorite shochu here
210 E 44th St (bet. 3rd & 2nd Ave) | $30
212-867 5075 www.shochubarhatchan.com

Midtown East **Saba TOTTO**
211 E 43rd St 1st Fl (bet 2nd & 3rd Ave) | $40
212-557-8200

Midtown East **Sushi Time**
821 2nd Ave (bet. 43 d & 44th St) | $20
212-883-8583

Midtown East **Suehi/Aaa**
38 E 51st St (bet Park & Mad son Ave) | $50
212 755-1780

Midtown East **Sushiden**
15 E 49th St (bet 5th & Mad son Ave) | $45
212 751-2700

Midtown East **Takesushi**
102B 2nd Ave (bet 54th & 55th St.) | $35
212-355-3557

Midtown East **Tnkyo**
342 Lexington Ave (bet 39th & 40th St) | $50
212-697-8330

Midtown East **Toushima**
141 E 47th St (bet Lexington & 3rd Ave) | $40
212 207 1939

Midtown East **Udnn West**
150 E 46th St. (bet Lexington & 3rd Ave) | $10
212-922-9677

Midtown East **Ynkitori East**
210 E 44th St (bet 2nd & 3rd Ave) | $20
212-687-5075

Midtown East **Ynkitori Torys**
249 E 52nd St 2Fl (bet 2nd & 3rd Ave) | $44
212-813-1900

Midtown East **YAMA Restaurunt**
301 E 46th St (bet 1st & 2nd Ave.) | $37
212-355-3370

Midtown East **Yummy Sushi**
#75 3rd Ave Food Court Lower Level | $7
212-866-8801

Korea Town

Korea Town **Ichi Umi Restaurant**
6 F 32nd St (bet. Madison & 5th Ave) | $25
212-725-1333

Korea Town **Iznkayn Moku**
10 W 32nd St. 2nd Fl (5th Ave & B way) | $20
212-736-3232

Korea Town **Kirakuya**
2 W 32nd St (bet 5th & broadway) | $25
212-695-7272

Korea Town **Tnynma Sushi**
11 W 36th St (bet. 5th and 6th Ave) | $22
212 967 9541

Chelsea

Chelsea **Blue Ginger**
108 8th Ave (bet. 15th & 16th St) | $30
212-352-0811

Chelsea **Daioh Sushi**
300 W 23rd St (bet 7th & 8th Ave.) | $20
212 727-0898

Chelsea **ENNJU**
20 E 17th St (bet 5th Ave & Broadway) | $10
646-336-7004

Chelsea **Iron Sushi**
440 3rd Ave (bet 30th & 31st St) | $29
212-447-5922

Chelsea **Iznkayn Tnn**
207 10th Ave (bet 22nd & 23 d St) | $25
212-627 7777

Chelsea **Matsuri**
369 W 11th St (at 9th Ave) | $30
212 243-6400

Chelsea **Momnyn Chelsen**
185 7th Ave (at 21st St) | $40
212-989-5466

Chelsea **Monstar Sushi**
158 W 23rd St (bet 5th & 7th Ave.) | $30
212-620-8131

Chelsea **MORIMOTO**
88 10th Ave (bet 15th and 16th St) | $90
212-833-8883

Chelsea **Nakn Naka**
456 W 17th St (bet. 9th & 10th Ave) | $50
212-929-8544

Chelsea **Tanuki Taveru**
Gansevoort Hotel 18 9th Ave (at 13th St.) | $50
212-660-6766

Chelsea **Tnbaya**
144 W 19th St (bet 6th & 7th Ave) | $10
212-924-3335

Gramercy

Gramercy **15 EAST**
15 E 15th St (bet Un on Sq W & 5th Ave (| $80
212-647-0015

Gramercy **Aji Sushi**
519 3rd Ave (bet. 34th & 35th St) | $25
212-696-2055

Gramercy **BUTAI**
115 E 18th St (bet Park Ave & Irv ng Pl.) | $38
212-387-9885

Gramercy **Chnshi**
77 Irving Place (at 19th St) | $20
212-420-1419

Gramercy **Hamachi**
34 E 20th St (bet Broadway & Park Ave) | $17
212-420-8808

Gramercy **Hnne**
348 1st Ave (at 20th St) | $30
212 598-9809

Gramercy **Hnru**
220 Park Ave South (at 19th St) | $35
646-426-0889

Gramercy **JAPONAIS**
111 E 18th St (bet Irving Pl & Park Ave S) | $65
212-260-2020

Gramercy **Kntten Sushi East**
386 3rd Ave (bet 26th & 27th St (| $15
212-889-2326

Gramercy **Kiku Sushi 3**
121 E 27th St (bet Lex & Park Ave S) | $25
212-213-9888

Gramercy **Mishimn**
124 Lexington Ave (bet 30th & 31st St) | $25
212-532-9506

Gramercy **Momokawa**
157 E 26th St (bet Lex ngton & 3rd Ave) | $45
212-494-7330

Gramercy **Snburi**
168 Lexington Ave (bet 30th & 31st St) | $25
212-481 7786

Gramercy **Sushi SAMBA**
245 Park Ave South (bet 19th & 20th St) | $35
212-475-5377

Gramercy **Sushi Sen-nin**
30 E 33 d St (bet Madison & Park Ave S) | $40
212-683-2209

Gramercy **Tnrekawa Ramen**
19 Lexington Ave (bet 23 & 22nd St.) | $12
212 777 2939

Gramercy **YAMA Restaurunt**
122 E 17th St (at Irv ng Pl) | $20
212-475-0965

West Village

West Village **nki nn west 4**
191 W 4th St (bet 6th & 7th Ave) | $40
212 675-5410

West Village **Blun Ribboa Sushi**
119 Sullivan St. (bet Prince & Spring St.) | $51
212-343-0404

West Village **Cho Cho Sna**

A ne ghborhood restaurant perfect for a get together with fr ends and family. They offer the t nherited trad t onal home cooking including many organic and healthy d shes at affordable pr ces. Student d scount ava lable
15 West 8th St (bet. 5th & 6th Ave) | $25
212-473-3333 www.chochosanrestaurant.com

West Village **Hnkata Tnntoa**
11 Grove St (bet. 7th Ave & Bleecker St.) | $25
212-242-3695

West Village **Mnrumi**
547 LaGuard a Pl (bet Bleecker & W 3rd St) | $30
212 379-7005

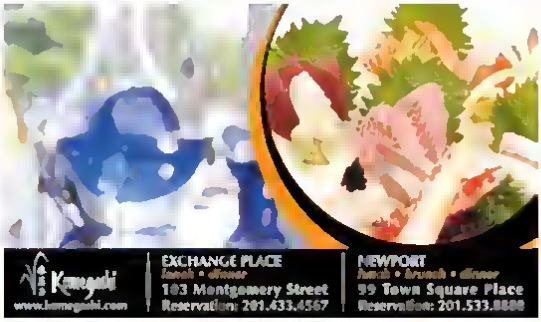
West Village **Miyagi**
220 W 13th St (bet 7th & Greenwich Ave) | $20
212-620-3630

West Village **Nngnmi**
179 Prince St (bet Thompson & Sullivan St) | $35
212-387-8230

West Village **Rockmarsha**
11 Barrow St (bet W 4th & Hunker St) | $35
212-675-7775

West Village **Soto**
357 Sixth Ave (bet W 4th & Washington Pl.) | $45
212-414-3086

KODAMA Express now serves bento boxes!
Take-out Only!
katsu curry $9.50 + tax
salmon Bento $7 + tax
and many more bento boxes to choose fr
Each meal is prepared upon order
Kodama Express
301 W. 45th St.
(entrance on 8th Ave.)
Tel 212-582-8065
Open 12:00pm- 9:30pm



Kalbi on Mondays
50% OFF
Kobe Beef
$5.95 (reg. $9.50)
on Sundays & Wednesdays
HAPPY HOUR
Sun-Thu: 5pm-8pm
Fri & Sat: 11:30pm-3am
12oz Kirin Beer $2.50
Shochu (Iichiko, Satsuma Shiranami, Sudachi Chu, Kuro Kirishima, Lento)
$30/bottle
Yakiniku West
SUSHI ALSO AVAILABLE
218 E 9th St (bet 2nd & 3rd Ave) 7 Days Open!
212-979-9238 Hours Sun- Thu: 5pm- 11:30pm Fri & Sat: 5pm- 4am

A comprehensive list of 122 brands

www.sake-guide.com

- Write reviews about your favorite sake, shochu and Japanese craft beer
- Search sake by the grade
- Post upcoming sake events
- Browse a sake event listing in NYC

West Village **Sushi Mambo**
255 Bleecker St (Cornelia St & Leroy St) $18
212-675-5885

West Village **Sushi Yawa**
25 West 8th Street (5th&6th Aves) $30
212-253-9988

West Village **Tomoe Sushi**
172 Thompson St (Bleecker & Houston St) $30
212-777-3346

West Village **Ushiwakemaru**
136 W. Houston St (MacDougal & Sullivan) $80
212-228-4181

West Village **YAMA no Carmine St.**
36-40 Carmine St (bet. Bleecker & Bedford) $37
212-989-9330

East Village

East Village **Ashiya**
187 1st Ave (bet. 10th & 11th St.) $15
212-505-3348

East Village **Avenue A Asian World**
103-105 Avenue A (bet. 6th & 7th St.) $20
212-982-8108

East Village **BOND STREET**
6 Bond St (bet. Broadway & Lafayette St.) $75
212-777-2500

East Village **Cha-Ae**

Serving a wide variety of tea from China, Japan and India as well as original sweets created by our pastry chef. Daily Special Set for lunch or dinner goes well with wine or sake. Traditional tea ceremony in Sekisa-de (tatami tea room) is available by reservation
230 E. 9th St. 2nd Fl. (bet. 2nd & 3rd Ave.) $20
212-228-8030 www.chaanteahouse.com

East Village **Chiyoco**
326 E. 6th St. (bet. 1st & 2nd Ave.) $15
212-473-3364

East Village **Curry-Ya**

Your hunger will undoubtedly be satisfied at Curry Ya. Gourmet Japanese curry boasts amazingly rich and complex flavors and its intimate interior and atmosphere makes anyone feel comfortable dining alone or with friends. Lunch Set available from noon to 4 pm
214 E. 10th St. (bet. 1st & 2nd Ave.) $20
866-602-4775 www.mycurry-ya.com

East Village **Dieci**

A tapas restaurant with a Japanese flare offers wide varieties of meals from $4. Try the restaurant's signature dishes like Foie Gras Da kon with a choice of 20 kinds of sake and 40 labels of wines. Their drink menu changes seasonally, making every visit an exciting one.
226 E. 10th St. (bet. 1st & 2nd Ave.) $30
212-387-9545 www.dieci-nyc.com

East Village **GO Restaurant**
30 St. Marks Pl. (bet. 2nd & 3rd Ave.) $18
212-254-5510

East Village **Gyo-Kaku**
34 Cooper Sq. (bet. 5th & 6th St.) $40
212-475-2368

East Village **Hasaki**
210 E. 9th St. (bet. 2nd & 3rd Ave.) $35
212-473-0327

East Village **IPPUDO NY**
65 4th Ave. (bet. 9th & 10th St.) $20
212-388-0088

East Village **Japonica**
100 University Pl. (at 12th St.) $40
212-243-7752

East Village **JEWEL BAKO**
239 E. 5th St. (bet. 2nd & 3rd Ave.) $45
212-979-1012

East Village **Kombi Ramen House**
351 E. 14th St. (bet. 1st & 2nd Ave.) $15
212-228-1368

East Village **Kamui Den**
186 Avenue A (bet. 11th & 12th St.) $25
212-777-2038

East Village **Kosadelo**
647 E. 11th St. (bet. Ave. B & C) $30
212-777-1562

East Village **Kenka**
25 St. Marks Pl. (bet. 2nd & 3rd Ave.) $25

East Village **Kyo Ya**
94 E. 7th St. (bet. 1st Ave. and Ave. A) $35
212-982-4140

East Village **May Chen Ramen**
119 2nd Ave. (at 7th St.) $16
212-982-4285

East Village **May's Place Sushi**
121 2nd Ave. (bet. 7th & St. Marks St.) $10
212-533-8448

East Village **Menkui-Tei**
63 Cooper Sq. (bet. 7th & St. Marks Pl.) $10
212-228-4152

East Village **MINCA**
530 E. 5th St. (bet. Ave. A & B) $10
212-505-8001

East Village **Natori**
50 St. Marks Pl. (bet. 1st & 2nd Ave.) $20
212-533-7711

East Village **Noodle Cafe Zen**

In the heart of East Village, Zen has been serving 12 kinds of ramen noodles as well as hearty udon, and sushi since 1985. Don't miss out on our All Day 50% OFF discount on all sushi or sushi rolls for an order over $16 and the late night happy hour after 10pm
31 St. Marks Pl. (bet. 2nd & 3rd Ave.) $12
212-533-6655 www.zensush-nyc.com

East Village **Non**
129 2nd Ave. (bet. 7th and St. Marks Pl.) $20
212-677-4925

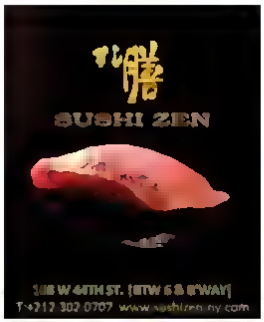
East Village **Oh! Teisho**
9 St. Marks Pl. (bet. 2nd & 3rd Ave.) $25
212-673-1300

East Village **Otafuku**

A busy vendor like yonder Otafuku specializes in popular Japanese comfort food. Takoyaki octopus dough and Okonomiyaki pancakes as well as Tatsuyaki and Dafuku mochi cakes filled with red bean paste. Our food will make you feel like you are in downtown Tokyo
236 E. 9th St. (bet. 2nd & 3rd Ave.) $6
212-673-2733

East Village **Rai Rai Ken**

Have you ever seen the movie Tampopo -a Japanese cult movie about sizzling ramen noodle soup? Rai Rai Ken lets you experience the real Tokyo ramen without MSG. Don't forget our homemade gyoza too. We guarantee the most delightful experience!
214 E. 10th St. (bet. 1st & 2nd Ave.) $15
212-477-7030



cho cho san
Japanese Restaurant
15 W 8th St (bet. 5th & 6th Aves)
212 473 3333
www.chochosanrestaurant.com
$10 ALL YOU CAN DRINK HOT SAKE
BOTTLE OF WINE 1/2 PRICE

East Village **Rohatsyn NY**
231 E 9th St (bet 2nd & 3rd Ave) $25
212-979-9674

East Village **Sake Bar Decibel**
240 E 9th St (bet. 2nd & 3rd Ave) $40
212-979-2733

East Village **Sake Bar Satsko**
202 E 7th St (bet Ave B & C) $25
212-414-0533

East Village **Sapporo East**
164 1st Ave (at 10th St) $17
212-260-1330

East Village **Setagaya (St Marks Pl)**
34-A St Marks Pl (bet 2nd & 3rd Ave) $13
212-387-7959

East Village **Shabu-Tatsu**
216 E 10th St (bet 1st & 2nd Ave) $30
212-477-2972

East Village **Sohakoh**

Sobakoh offers 100% hand made soba noodles and our savory dipping sauce is prepared with thick bonito flakes —a true rarity. Combination of soba and donburi shares $11-$14.50 for lunch 4-Course Early Prefix Special ($19.50) is served until 7pm
309 E 5th St (bet 1st & 2nd Ave) $15
212-254-2244 www.empiresoutpass.com/sohakoh

East Village **SOBAYA**

Making soba by hand daily from high quality buckwheat flour imported from Japan. All natural ingredients make soba a healthy meal. Try Lunch Box $16 with soba or udon, side dishes and dessert. Daily special appetizers and sake select on available for dinner
229 E 9th St (bet 2nd & 3rd Ave) $20
212-533-6366 www.sobaya-nyc.com

East Village **Soran East Village**
326 E 5th St (bet 1st & 2nd Ave.) $12
212-349-1155

East Village **Soaca Restaarant**
29 E 13th St (bet Univers ty Pl & 5th Ave) $20
212-627-7150

East Village **Sushi Aryoshi**
#10 Broadway (bet 11th &12th St) $20
212-389-1984

East Village **Sushi Lounge**

Serving Japanese cuisine in a casual atmosphere at affordable prices. All Day Campaign offers 50% off on all sushi or sushi rolls for an order over $16. The menu also includes tempuras and bentos to satisfy your craving. Enjoy daily late night happy hour after 10pm
132 St Marks Pl (bet 1st Ave & Ave A) $12
212-598-1188 www.sushiloungenyc.com

East Village **Takahachi**
85 Ave A (bet 5th & 6th St) $25
212-505-6524

East Village **Teriyaki Boy**
219 E 10th St (bet 1st & 2nd Ave) $7
212-677-6058

East Village **Typhoon**
75 St Marks Pl (bet 1st & 2nd Ave) $15
212-979-2790

East Village **Udon West**
11 St Marks Pl (bet. 2nd & 3rd Ave) $20

East Village **Village Yokocho**
8 Stuyvesant St, 2Fl (bet 9th St & 3rd Ave) $20
212-668-9041

East Village **Umaaia**

Umnae is a Japanese comfort food restaurant in East Village with over 50 kinds of sake and shochu. All authentic Japanese homestyle dishes are prepared by Iteaowner/chef Try Goto Udon (udon noodles from Goto Islands of Japan) Now serving shochu desserts
#5 E 3rd St (bet 1st & 2nd Ave) $20
646-654-1122 www.downtownumnae.com

East Village **Yakiniku West**
219 E 9th St (bet 2nd & 3rd Ave.) $25
212-979-9238

East Village **Yakitori Taisho**
5 St Marks Pl (bet 2nd & 3rd Ave) $20
212-228-5099

East Village **Yoshi Sushi**
131 Avenue A (bet St Marks Pl & 9th St.) $25
212-420-5808

Lower Manhattan

Lower Mhn **Azaha Sushi**
429 Greenwich (basement of Greenwich Grill) $50
212-274-0428

Lower Mhn **Bento Nouveau**

We offer high quality Japanese meal made fresh to go. With the motto fast cheap and delicious we are here to provide ready-to-eat Japanese meals and snacks that are delicious and healthy for you. Sushi bento box and noodles are available
173 Broadway (at Chambers St) $8
212-437-0744

Lower Mhn **Bento Nouveau**

Located a few steps away from Battery Park, we offer authentic Japanese ready-to-eat meals and snacks that are delicious and healthy for you. Our sushi bento box and noodles are prepared fresh and you can dine in or take your meal to the park to enjoy the view
32 Broadway (at Morris St) $8
212-747-0894

Lower Mhn **Caba 53**
53 Clinton St (bet. Stanton & Rivington) $21
212-228-6751

Lower Mhn **EN Japanese Brasserie**
435 Hudson St (at Le oy St) $40
212-647-9196

Lower Mhn **Greenwich Grill**
428 Greenw ch St (bet Vesty & La ght St) $50
212-274-0428

Lower Mhn **Hiroka's Place**
75 Thompson St (bet. Spring & Broome St) $15
212-925-1303

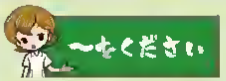
Lower Mhn **Ise Downtown**
56 Pine St (bet William & Pearl St) $30
212-785-1400

Lower Mhn **Kajou**
21 South End Ave (at W Thames St) $25
212-786-5888

Lower Mhn **Matsugen**
241 Church St. (at Leonard St.) $44
212-925-0202

Lower Mhn **MEGU New York**
62 Thomas St. (Church & W Broadway) $125
212-964-7777

Lower Mhn **Mottsa**
295 Mott St (bet E Houston & Prince St.) $25
212-343-8017



"~O KUDASAI"

[meaning] Give me ... Can I have ?

[usage] Use this phrase if you'd like to buy or order something, for example, "Sushi o kudasai" or DVD o kudasai. You also can say "~o onegai shimasu" which is a slightly more polite version.

RAMEN SETAGAYA

Ramen Setagaya St. Marks is operated under the direct supervision of Chef Tsukasa Maeshima of Ramen Setagaya Japan. The chef regularly flies to NY to ensure the flavor is true to his original. New and seasonal menu items are always on the menu, so don't miss out!

34 St. Marks Pl. (bet 3rd & 2nd Aves.) 212-387-7959

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ORDER ONLINE:
WWW.JOYOFSAKE.COM

Lower Mhn **NINJA**
25 Hudson St (bet Duane & Reade St.) $35
212-274-8500

Lower Mhn **NOBU**
105 Hudson St (at Franklin St) $100
212-219-0500

Lower Mhn **NOBU NEXT DOOR**
105 Hudson St (Franklin & N. Moore St) $75
212-334-4445

Lower Mhn **Omen**
113 Thompson St (bet. Prince & Spring Sts.) $30
212-925-8923

Lower Mhn **Quickly Shabu Shabu**
237B Grand St. (Bowery and Chrystie St.) $13
212-431-0526

Lower Mhn **Rosanjin**
141 Duane St (bet Church & W Broadway) $80
212-346-7999

Lower Mhn **Sachiko's on Clinton**
25 Clinton St (E. Houston & Stanton St) $33
212-253-9200

Lower Mhn **Souen Restaurant**
210 0th Ave (at Prince St) $20
212-807-7421

Lower Mhn **Soy**
102 Suffolk St (bet. Delancy & Rivington) $14
212-253-1156

Lower Mhn **SUteiShi**
24 Peck Slip (bet Water & Front St) $20
212-964-2344

Lower Mhn **Takahachi Tribeca**
145 Duane St (Church & W. Broadway) $35
212-571-1530

Lower Mhn **Tokyo Lunch**
10 John St (bet. Nassau St & Broadway) $10
212-608-1394

Lower Mhn **Yushi**
250 Vesey St (4 World Financial Center) $12
212-945-3096

Lower Mhn **Zutto**
77 Hudson St (bet. Jay & Harrison St.) $20
212-233-3297

Brooklyn

Brooklyn **1 or 8**
96 South 2nd St (bet. Wythe & Kent Ave.) $32
718-384-2152

Brooklyn **Blue Ribbon Sushi**
278 5th Ave (bet. 1st St. & Garfield Pl.) $55
718-840-0408

Brooklyn **Bozu**
296 Grand St (bet Havemeyer & Roebling) $30
718-384-7770

Brooklyn **Gerdn**
331 Flatbush Ave (on Flatbush Ave.) $20
718-638-8068

Brooklyn **Hakone**
201 Fifth Ave (bet Lin on & Berkeley) $25
718-230-5636

Brooklyn **Hibino**
333 Henry St (Grand & Montgomery St.) $35
718-260-8052

Brooklyn **Iron Chef House**
92 Clark St (bet. Henry St & Monroe Pl.) $15
718-858-8517

Brooklyn **Kuppa Sake House**
389 5th Ave (bet. 6th & 7th Ave.) $30
718-832-2570

Brooklyn **Ki Sushi**
122 Smith St (bet. Dean & Pacific St.) $30
718-935-0575

Brooklyn **Mizu**
152 Bedford Ave (bet. 9th St & 7th St.) $20
718-782-6696

Brooklyn **Osaka**
272 Court St (bet. Butler & Douglass St.) $30
718-643-0044

Brooklyn **Oshima Restaurant**
71 7th Ave (bet. Berkeley Pl & Lincoln Pl) $18
718-783-1998

Brooklyn **qon Rahata**
367 Metropolitan Ave (at Havemeyer St.) $25
718-384-9453

Brooklyn **Sakura 6**
107 Manhattan Ave (Calyer St & Noble) $10
718-349-7986

Brooklyn **Sapporo Haru Japanese**
822 Manhattan Ave (Driggs & Nassau Ave) $16
718-389-5721

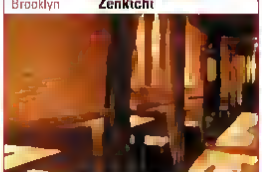
Brooklyn **Supercora**
305 Bedford Ave (bet. S 1st & S 2nd St.) $20
718-302-1929

Brooklyn **Tara Sushi**
446 Dean St. (bet. 5th Ave & Flatbush Ave) $20
718-398-0672

Brooklyn **Tenzan**
7116 18th Ave (at 71st St.) $30
718-621-9298

Brooklyn **Yamato**
168 7th Ave (bet. Garfield & 1st St.) $18
718-840-0099

Brooklyn **Zenkichi**



Since 2006 Zenkichi has been offering Tokyo-style seasonal small plates to homes ck Japanese as well as New Yorkers who crave authentic Japanese culinary experience beyond sush . Hidden away in the enclosed semi-private d ning booths diners can savor the 8-course Omakase tasting menu and indulge in premium sake from one of the most elite sake selections in the city. -Guests must be 14 years or older to be accommodated
77 North 5th St. (@ Wythe Ave.) $40
718-388-8995 www.zenkichi.com

Brooklyn **ZuZu Ramen**
173 4th Ave (at Degraw St.) $20
718-398-9898

Queens

Queens **ARIYOSHI**
41-13 Queens Blvd (bet. 41st & 42nd St.) $18
718-937-3268

Queens **go wasabi**
34-02 30th Ave (at 34th St.) $23
718-204-7354

Queens **KATSUNO**
103-01 Metropolitan Ave. (at 71st Rd.) $35
718-575-4033

Queens **Kyoto Sushi**
159-11 Union Tpk (at 153rd St.) $25
718-380-7777

Queens **LINN Wafu Dining**
28-13 Broadway (bet. 28th & 30th St.) $35
718-204-0090

Queens **Momji Restaurant**
37-04 Ditmars Blvd (at 37th St.) $20
718-626-0508

Queens **Setagaya (Flushing)**
37-02 Prince St. Queens, NY 11354 $13
718-321-0200

Queens **Shiro of Japan Ades Pk**
80-40 Cooper Ave (at 80th St.) $20
718-326-8704

Queens **SUSHI ISLAND**
97-18 Queens Blvd. Elmhurst, NY 11373 $20
718-803-3033

Long Island

Long Island **Akari**
2083 Merrick Rd. Merrick, NY 11566 $20
516-378-5088

Long Island **Benihana**
2105 Northern Blvd. Munsey Pk, NY 11030 $30
516-627-3400

Long Island **Benihana**
920 Merchant's Concourse Westbury NY $30
516-222-6931

Long Island **Bonhon**
14 Elm St. Huntington, NY 11743 $40
631-673-0400

Long Island **Inatome Steak House**
6 5th St. Valley Stream, NY 11581 $28
516-872-0419

Long Island **Isono**
214 Jericho Tpk Floral Park, NY 11001 $25
516-437-4552

Long Island **Kohnn Restaurant**
2018 Merrick Rd. Merrick, NY 11566 $30
516-223-3200

Long Island **Kniso**
540 Westbury Ave. Carle Place, NY 11514 $26
516-333-3434

Long Island **KuraBara**
473 New York Ave. Huntington, NY 11743 $30
631-673-0060

Long Island **Kurolune**
77 Commack Rd. Commack, NY 11725 $22
631-499-1075

Long Island **Mumon Restaurant**
1300 Franklin Ave. Garden City, NY 11530 $35
516-747-3388

Long Island **Nagashima**
12 A 1 Jericho Tpk. Jericho, NY 11753 $26
516-338-0022

Long Island **Rock-n-Sake Port WA**
90 Main St. Port Washington, NY 11050 $30
516-883-7253

Long Island **Seppara**
3266 Merrick Rd. Wantagh, NY 11793 $35
516-795-3453

Long Island **Sen Restaurant**
23 Main Street, Setauket, NY 11963 $40
631-751-1774

Long Island **Shiro of Japan**
401 Old Country Rd. Carle Place, NY 11514 $20
516-997-4770

Long Island **SUSHI ICHI**
700 N. Country Rd. Setauket, NY 11733 $25
631-689-3111

Long Island **TAIKO Restaurant**
15 S. Village Ave. Rockville Centre, NY $20
516-678-6149

Long Island **Take Sushi**
921 Carman Ave. Westbury, NY 11590 $20
516-876-0033

Long Island **Take Sushi**
1035 Broadway Woodmere, NY 11598 $20
516-569-3606

Long Island **Restaurant Yamaguchi**

Since 1968, serving the locals authentic Japanese home cooking and fresh sushi. You will appreciate their authenticity and generous portions. As well from the regular menu, daily lunch specials and the Chef Special are popular among the local patrons.
53 Main St. Port Washington, NY 11050 $25
516-883-3500

Long Island **Yuki's Palette Inn**
151 Merrick Ave. Merrick, NY 11560 $25
516-807-8743

The Bronx

The Bronx **OHANA**
500 City Island Ave. Bronx, NY 10464 $35
718-885-0700

Westchester

Westchester **Hajime**
287 Halstead Ave. Harrison, NY 10528 $30
914-777-1543

Westchester **Momji**
261 Halstead Ave. Harrison, NY 10528 $20
914-835-1079

Westchester **Ninnuse**
522 Mamaroneck Ave. White Plains, NY 10605 $50
914-285-5351

Westchester **Nishi**
473 Ashford Ave. Ardsley, NY 10502 $20
914-693-2500

Westchester **Nnda**
200 Hamilton Ave. White Plains, NY 10601 $29
914-949-0990

Westchester **Sakura**
56 Garth Rd. Scarsdale, NY 10583 $20
914-723-7757

Westchester **Tanto**
939 White Plains Rd. Scarsdale, NY 10583 $10
914-725-5100

Westchester **Tsuru**
250 N. Central Ave. Hartsdale, NY 10530 $30
914-761-0057

Upstate

Upstate **Kiko Hounn**
11-21 E. Washington Ave. Pearl River, NY $25
845-735-8585

Upstate **Sakurahnna NY**
328 Route 59 Central Nyack, NY 10960 $20
845-727-3939

Connecticut

Connecticut **Abis**
381 Greenwich Ave. Greenwich, CT 06830 $29
203-622-9100

Connecticut **Fuji Garden Steak House**
215 Liberty St Newcatuck CT 06379 $30
860-553-1166

Connecticut **Kazu**
64 N Main St Norwalk, CT 06854 $25
203-866-7492

New Jersey

New Jersey **Akai Sashi Lounge**
11 N Dean St Englewood NJ 07631 $18
201 541-0063

New Jersey **Aoyama**
1302 Washington Valley Rd Martinsville, NJ $35
732-271 2558

New Jersey **Asahi Japanese**
1475 Bergen Blvd Fort Lee NJ 07024 $17
201-944-5113

New Jersey **Daimatsu**
860 Mountain Ave Mountainside NJ 07092 $20
908-233-7188

New Jersey **Higo Batten**
2024 Center Ave #J & K Fort Lee 07024 $10
201-461 5465

New Jersey **Ichi Umi Restaurant**
352 Menlo Park, Edison NJ 08837 $25
732-906-2370

New Jersey **ICHIBAN**
778 Bloomfield Ave W Caldwell NJ 07006 $20
973-808-7178

New Jersey **Ichiban**
414 Hackensack Ave Hackensack, NJ 07601 $30
201-489-0301

New Jersey **Italian Tomato (Mitsuwa)**
595 River Rd Edgewater NJ 07020 $7
201-941-6113

New Jersey **KIKU**
365 Rt. 17 South, Ramsey NJ 07652 $45
201-265-7200

New Jersey **Komegashi**
103 Montgomery St. Jersey City NJ 07302 $25
201-433-4567

New Jersey **Komagashi tea**

Located in waterfront Jersey City, Komegashi has the most gorgeous view overlooking Manhattan skyline offers exciting sushi selections Try our Chirashi Royale the freshest pick from chef with selection from Japan and domestic Only 5 min PATH from NYC
99 Town Sq Place Jersey City NJ 07310 $30
201-533-9988 www.komegashi.com

New Jersey **Masa Sushi & Grill**
81 W Allendale Ave. Allendale, NJ 0740 $30
201-934-6616

New Jersey **Matsushima**
595 River Rd Edgewater NJ 07020 $35
201-945-9450

New Jersey **Monster Sashi**
395 Springfield Ave Summit NJ 07901 $25
908-598-1100

New Jersey **Princeton Tomo Sashi**

We with its cozy kitchen and taste some of the most delicate Japanese cuisine around From truly authentic to delectably creative, everything is prepared with simple and pass on for fine food Its casual setting and affordable prices make TOMO a rare find
236 Nassau St Princeton, NJ 08540 $20
609-924-8478 www.princetontomo.com

New Jersey **Piscahill**
123 Paramus Rd Paramus, NJ 07652 $20
201-843-0170

New Jersey **Sakura-bana**
43 Franklin Ave Ridgewood NJ 07450 $25
201-447-6525

New Jersey **Santohka (Mitsuwa)**
595 River Rd. Edgewater, NJ 07020 $10
201 941-1004

New Jersey **Sanuki Sando (Mitsuwa)**
595 River Rd Edgewater, NJ 07020 $6
201 941 9113

New Jersey **Sugi**
2117 Rt 4 E Saunel Fort Lee, NJ 07024 $22
201-461-9031

New Jersey **Tomo's Caisine**
113 Rt 23 S Little Falls NJ 07424 $20
973-837-1117

New Jersey **Toya Restaurant**
439 Anderson Ave Cliffside Park, NJ 07010 $25
201-917-5632

New Jersey **Umeya**
156 Piermont Rd Cresskill NJ 07626 $25
201-816-0511

New Jersey **Yakiton 39**
252 Degraw Ave Teaneck, NJ 07666 $35
201-692 0700

CAFE

Upper West **Beard Papa's Upper W.**
2167 Broadway (at 76th St.) Cream Puffs
212-595-3770

Upper East **Choux Factory**
1965 1st Ave (bet 97th & 98th St.) Cream Puffs
212 289-2023

Midtown West **Cafe Zaiya Midtown W.**
1073 6th Ave (bet. 40th & 41St.) Bakery
212 764-1785

Midtown West **Minamoto Kitchoan**
608 Fifth Ave. (49th St bet 5th & 6th) Confectionery
212 489-3747

Midtown East **Cafe Zaiya Midtown E**
18 E 41 St (bet 5th & Madison Ave.) Bakery
212 779-0600

Midtown East **Choux Factory**
965 1st Ave (bet 56th & 49th St.) Cream Puffs
212 223-0730

East Village **Cafe Zaiya East Village**
69 Cooper Sq (at St Marks St.) Bakery
212 253-9700

East Village **Chikalicious**
203 E 10th St. (bet 1st & 2nd Ave.) Dessert Bar
212-995-1511

East Village **PANYA**
10 Stuyvesant St (bet 2nd & 3rd Ave.) Bakery
212 777 1930

Lower Mhn **Rheon Cafe**
189 Spring St (Sullivan & Thompson St.) Cafe
212 966-7040

New Jersey **Gateaux Bakery**
434 Kinderkamack Rd Riveredge NJ 07661 Bakery
201 634-1131

New Jersey **Minamoto Kitchoan**
595 River Rd Edgewater NJ 07020 Confectionery
201-313-9335

New Jersey **Parisienne**
250 Main St Fort Lee, NJ 07024 Bakery
201-592-8878

www.sake-guide.com

Pre Opening
NEGIYA
THE IZAKAYA PLACE
$9.50 & up
TONKOTSU (PORK BROTH) RAMEN
Choice of "Light" and "Rich" soup available
Now also serving Shoyu and Miso Ramen.
NEGIYA
9 E 37th St (bet Madison & 5th Ave) Tel 212-686-2233
Lunch 11am-5pm Dinner 5 30pm-11pm (last order at 10 30pm)

KARAOKE

Upper East — Box Snack Riki
141 E 45th St 2Fl (bet Lex & 3rd Ave) | 212-949-5012 | $10/h $30 min/p

Upper East — Box Snack Riki-2
250 E 52nd St (bet 2nd & 3rd Ave) 2F | 917-533-0418 | $0/h $30 min/p

Upper East — Iggy's
1452 2nd Ave (bet 75th & 76th St) | 212-327-3043 | $1 /song

Midtown West — Japas 55
253 W 55th St (bet Broadway & 8th Ave) | 212-765-1210 | $/h /person

Midtown East — Japas 27
304 3rd Ave (bet 26th & 27th St) | 212-689-2329 | $6/h /person

Midtown East — Japas 38
9 E 38th St (bet 5th & Mad son Ave) | 212-679-4040 | $8/h /person

Midtown East — Karaoke Duet 48
304 E 48th St (bet 1st & 2nd Ave) | 212-753-0030 | $4/h /person

Midtown East — Karaoke Top Tunes
303-305 E 53rd St (bet 1st & 2nd Ave) | 212-754-3818 | $6/hr / person

Korea Town — Choras Karaoke
25 W 32nd St 3Fl (bet Broadway & 5th Ave) | 212-967 2244 | $2/song $40/room

Korea Town — Gagopo Koreoke
28 W 32nd St (Broadway & 5th Ave) | 212-967 5353 | $7/h /person

Korea Town — Grammy Karaoke
23 W 32nd St (bet Broadway & 5th Ave) | 212-629-7171 | $30 /room

Korea Town — iBop Koreoke
25 W 36th St 3rd Fl (bet 5th and 6th Ave) | 646-752-4836 | $6/h

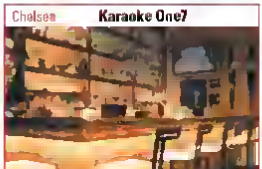
Korea Town — Karaoke Duet 35
53 W 35th St 2nd Fl (bet 5th & 6th Ave) | 646-473-0926 | $4/h /person

Korea Town — MK
11 W 32nd St 5th Fl (Broadway & 5th Ave.) | 212-564-3436 | $40/h /room

Korea Town — Radio Star Koreoke
3 W 35th St (bet 5th & 6th Ave) | 212-564-2520 | $40 /room

Korea Town — Toto Music Studio
38 W 32nd St # 5 (bet 5th & 6th Ave) | 212-564-6644 | $30 /room

Chelsea — Karaoke One7



We offer the city's largest song selection in 13 different languages and new songs are added monthly Sing at the bar for $2 per song or sing in a private room for $0/h per person A variety of drinks available from the bar Drinks and room charges are half price during Happy Hour (2pm-7pm) Large party rooms available Call for reservation Open 7 days from 2pm to 4am (except Mon from 5pm) *May close early on weekdays w/o notice

25 W 17th St (bet 5th & 6th Ave) | 212-675-3527 www.karaoke17.com | $2/song

West Village — Apple Restaurant
17 Waverly Pl (bet Greene & Mercer St) | 212-473-8668 | $10/hour /room

West Village — Karaoke Cave
9 East 13th St (bet 5th Ave & Univers ty Pl) | 646 250-5670 | min $45 /room

East Village — Planet Rose
215 Avenue A (bet 13th & 14th St) | 212-353-9500 | $2/song

East Village — Second on Second
22 2nd Ave (at 1st & 2nd St) | 212-473-2922 | $30/h /room

East Village — Sing Sing (Ave. A)

SING-SING KARAOKE AVENUE A

Among the newest and trendiest restaurants on Avenue A, Sing Sing offers a bar lounge and 15 private rooms for karaoke It is a perfect place for a get-together with friends after dinner Large party rooms are available for up to 30 people OPEN 7 DAYS

81 Avenue A (bet 5th & 6th St) | 212-674-0700 www.karaokesingsing.com | $7/h per person

East Village — Sing Sing (St. Marks)

SING-SING KARAOKE ST MARKS

Conveniently located on St Marks Street in the heart of the East Village Sing Sing is a Karaoke lounge with 16 Private Rooms This brand new lounge is a great spot for young adults who love to sing OPEN 7 DAYS 1:00PM-4:00AM Party@karaokesingsing.com

9 St Marks Pl 2nd Fl (bet 2nd & 3rd Ave) | 212-387-7800 www.karaokesingsing.com | $7/h per person

East Village — U2 Karaoke Lounge
6 St Marks Pl (bet 2nd & 3rd Ave) | 212-228-8750 | $8/h

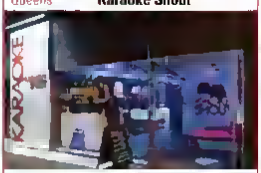
Lower Mhn — Asia Roma Bar & Lounge
40 Mulberry St. (at Worth St) | 212-385-1133 | No charge

Lower Mhn — Bmy Karaoke Bar
8 Thompson St 2Fl (bet 5th Ave & Canal St) | 212-334-5400 | $30/h /box

Lower Mhn — Mott Karaoke Lounge
43 Mott St (bet Bayard St & Pell St) | 212-693-0004 | min $30 /room

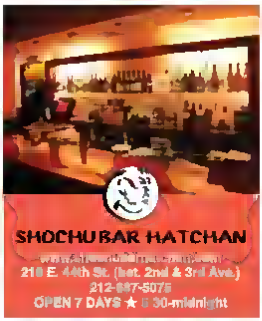
Brooklyn — 100 Fun
332 60th St (9th Ave & Fort Hamilton Pky) | 718-435-8883 | $40/h /room

Queens — Karaoke Shout



120 000 songs in 15 different languages available 20 000 English songs and songs in Hindi and Thai that are rarely available in U S Your party will be much more exciting in the high tech karaoke rooms! 11 private rooms are equipped with LED lights that change colors with each song Enter songs using a wireless touch system on the in-set screens and pods. Chopsticks NY readers receive 10% discount with this ad Open 7 days

32 46 Steinway St (bet 34th Ave & Broadway) | 718-565-6080 karaokeshout.com | $5/h person



HAPPY HOUR Now 7days! 7-9pm
Beer all $4 / Shochu bottle all $40 only
86 E. 3rd st. (bet. 1st & 2nd Ave)
646-654-1122 7pm-1am (sun thu) -2am (fri/sat)
www.downtowneuminote.com

Other Asian Restaurant Guide

$35 Average price for a dinner entree and a drink (wine or wine)

Sushi Bar Available | Open for Lunch

M Tu W Th F Sa Su Day Close | Delivery

Family Dining

Romantic Dining | Local Favorite

Vegetarian Friendly | Business Dinner

Coupon available at www.chopsticksny.com

CHINESE

Upper West — Centonze #2
487 Columbus Ave (bet #82nd&#83rd Sts) 212-595-4300 — $18

Upper West — Ivy's Cafe
154 W 72nd St (B way & Columbus Ave) 212-787-3333 — $23

Upper West — Ollin's
1391 Broadway (bet 67th & 68th St) 212-595-8181 — $15

Upper West — Ollie's
2957 Broadway (at 116th St) 212-932-3900 — $15

Upper West — Shun Lee West
43 W 65 St (Columbus & Central Pk W) 212-595-8895 — $52

Upper East — Cafe Evergreen
1268 1st Ave (bet 68th & 70th St) 212 744-3296 — $30

Upper East — Chef Ho's
1720 2nd Ave (bet 89th & 90th St) 212-348-9444 — $25

Upper East — Chinatown East
1650 3rd Ave (bet 92nd & 93rd St) 212-617-2068 — $18

Upper East — Lin's Noodle & Grill
1500 3rd Ave (bet 84th & 85th St) 212-639-1313 — $22

Upper East — Our Place Cuisines
1444 3rd Ave (bet 81st & 82nd St) 212 288-4888 — $25

Upper East — Philippe
33 E 60th St (bet Madison & Park Ave) 212-644-8885 — $60

Upper East — Phoenix Garden
242 E 40th St (bet 2nd & 3rd Ave) 212-883-1888 — $20

Upper East — Pig Heaven
1540 2nd Ave (bet 80th & 81st St) 212-744-4332 — $15

Upper East — Shanghai Pavilion
1378 3rd Ave (bet 79th & 79th St) 212-585-3388 — $37

Upper East — Szechuan Chalet
1395 2nd Ave (At 73rd St) 212-737-1838 — $15

Midtown West — Chin Grill
CBS Bldg, 60 W. 53rd St (bet 5th &6th Ave) 212 333-7788 — $66

Midtown West — Joe's Shanghai
24 W 56th St (bet 5th & 6th Ave) 212-333-3868 — $20

Midtown West — Ollin's
411 W 42nd St (bet 7th and 8th Ave) 212-621-6887 — $15

Midtown West — Ruby Foo's Times Sq.
1626 Broadway (bet 49th & 50th St) 212-489-5600 — $30

Midtown West — Tings Pavilion
65 W 55th St (bet 5th & 6th Ave) 212 355-6868 — $20

Midtown West — Wu Liang Ye
36 W 49th St (bet 5th & 6th Ave) 212 398-2308 — $25

Midtown East — Chuan Chinese Cuisine
150 E 42th St (bet Lexington & 3rd Ave) 212-371-2323 — $40

Midtown East — Chin Chin
216 E 49th St (bet 2nd & 3rd Ave) 212-888-4555 — $35

Midtown East — Dynasty Sung
511 Lexington Ave (at 48th St) 212-355-1200 — $35

Midtown East — Evergreen
10 E 38th St (bet 5th & Madison Ave) 212-448-1198 — $23

Midtown East — Grand Sichuan
1049 2nd Ave (bet 55th & 56th St) 212-355-5656 — $20

Midtown East — Lychee House
141 E 55th St (bet Lexington & 3rd Ave) 212-753-3900 — $20

Midtown East — Mee Noodle Shop
922 2nd Ave (at 49th St) 212-888-0027 — $15

Midtown East — MR K's
570 Lexington Ave (at 51st St) 212-583-1668 — $50

Midtown East — Peking Duck House

BEST PEKING DUCK IN NYC
Our house specialty and a crowd favorite. Our duck is roasted in an oven until the meat is tender and the skin is crispy. www.pekingduckhousenyc.com

22F E 53rd St (bet 2nd & 3rd Ave) 212-759-9260 — $33

Midtown East — Shun Lee Palace
155 E 55th St (bet Lexington & 3rd Ave) 212 371-9844 — $35

Midtown East — Tse Yang Restaurant
34 E 51st St (bet Park & Madison Ave) 212-888-5447 — $40

Chelsea — Grand Sichuan
229 Lexington Ave (bet. 33rd & 34th St.) 212-679-9770 — $25

Chelsea — Grand Sichuan
229 9th Ave (at 24th St) 212-620-5200 — $20

Chelsea — Rickshaw Dumpling
61 W 23rd St (bet 5th & 6th Ave) 212-924-3220 — $20

West Village — Chinatown Brasserie
380 Lafayette St (at Great Jones St.) 212-533-7000 — $30

West Village — Empire Szechuan
173 7th Ave. S. (at Perry St.) 212 243-8048 — $15

West Village — Shanghai Square
11 E 13th St. (bet 5th Ave & Univers ty Pl.) 646-486-7313 — $20

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DRINK A LEAF.
When you drink MATCHA MATCHA you're not drinking steeped tea leaves—you're consuming the entire tea leaf
With one of the highest ORAC counts MATCHA MATCHA gives you more antioxidants than even blueberries or spinach. Discovered and perfected by Zen monks it's the Original Goodness

CHOPSTICK'S PICK RESERVE

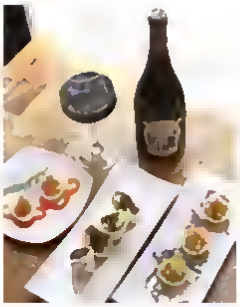
Thai Food and Wine: The Perfect Pairing

For those with global tastes and a hunger for something new **Reserve**, the new Thai-influenced wine bar, has great flavors at fabulous prices. The sultry black and red decor and light jazz music suggest a traditional wine bar, but the twist can be found in the modern, Thai inspired dishes.

Smoked Salmon Deviled Eggs and *Massamun Beef Curry* seem unrelated, but items on this tapas style menu are bound together by the bold flavor principals of Thai cuisine. The cheese menu is also packed with strong, spicy selections including *Pecorino Oro Antico* from Italy and *Scharfe Maxx* a raw cow's cheese from Switzerland. With a range that begins with *Spicy Spinach Artichoke Dip* and ends with *Woon-Sen Goong Gai Salad*, there is something for everyone.

Thai food and wine are surprisingly well matched. Reserve's wine menu features classics like Gewurztraminer, Prosecco and Pinot Noir and some less recognizable varietals like an Slovenian Tocai. The attitude at Reserve is casual making it a no fear location for tasting. When in doubt, ask your server who is happy to offer suggestions. For those who can't find a favorite among the 45 wines, there are also cocktails made from boutique liquors and beers from as far away as Laos.

With so much to choose from, price points leave plenty of room for sampling, but daily specials like: 50% off all drinks from 4-8pm Wednesday-Friday, or the $7 lunch combination make experimenting even easier. They also offer a free glass of wine to *Chopsticks NY* readers.



◀ Tasty finger food like *Smoked Salmon Deviled Eggs*, sweet *Duck Wraps*, and savory *Corn and Chicken Tartlets* pair well with a glass of *La Crema* red

▶ Served in a deep bowl, *Massamun Beef Curry* is an updated classic with a rich sauce, huge chucks of tender beef, cashew nuts and fresh avocado slices

Reserve
407 3rd Ave , (bet. 28th & 29th Sts.)
New York, NY 10016
TEL. 212-679-7772
Mon-Sun 11:30am-Midnight
Sun-Wed: 11:30am-11pm
Thu-Sat 11:30am-11:30pm

East Village **Dumpling Mnn**
100 St Marks Pl (bet 1st & Ave A) $11
212-505-2121

Lower Mhr **ABC Chinese Restaurant**
34 Pell Street (bet. Mott St. & Bowery) $25
212-346-9390

Lower Mhn **Amazing 66**
66 Mott St. (bet. Bayard & Canal St.) $25
212-334-0009

Lower Mhn **Au Mandrin**
200-250 Vesey St. (at West St.) $20
212-385-0313

Lower Mhn **Big Wong**
67 Mott St. (bet. Bayard & Canal St.) $13
212 964-0540

Lower Mhn **Chine Chelnt**
47 Broadway (Exchange Pl. & Mons St.) $25
212-943-4390

Lower Mh **Congne Villnge**
100 Allen St. (bet. Broom & Delancy St.) $16
212-941-1818

Lower Mhn **Dim Som Go Go**
5 E. Broadway (bet. Catherine & Oliver St.) $15
212-732-0797

Lower Mhn **Excellent Dumpling**
111 Lafayette St. (Canal & Walker St.) $15
212-219-0212

Lower Mhn **Golden Unicorn**
18 E. Broadway (Davis on & Catherine St) $15
212-941-0911

Lower Mhr **Jing Fong**
20 Elizabeth St. (bet. Bayard & Canal St.) $20
212.964-5256

Lower Mh **Jon's Ginger**
25 Pell St. (at Doyers St.) $15
212-285-0333

Lower Mhn **Joe's Shnghni**
9 Pell St (bet. Bowery & Mott St.) $15
212-233-8794

Lower Mh **Lin's Dumpling Hnese**
28 Bowery (at Bayard St.) $10
212-349-0520

Lower Mhr **Mandrin Court**
61 Mott St. (bet. Bayard & Canal St.) $15
212-608-3838

Lower Mhn **New Bo-Ky**
90 Bayard St. (bet. Mott & Mulberry St.) $10
212-406-2292

Lower Mhn **Nice Green Bo**
38 Bayard St. (bet. Elizabeth & Mott St.) $15
212-625-2355

Lower Mhr **Oriental Garden**
14 Elizabeth St. (bet. Bayard & Canal St.) $30
212-619-0085

Lower Mhn **Shnghni Cuisine**
65 Bayard St. (at Mulberry St.) $25
212-732-8898

Fresh Mdw **Fenn**
205 Smith St. (bet. Baltic & Butler St.) $15
718-694-2277

Queens **Enst Manor**
46-45 Kissena Blvd. (at Laburnum Ave.) $15
714-886-8388

KOREAN

Midtown Ave **Bnnn**
350 W. 50th St. (bet. 8th & 9th Ave.) $20
212-582-4446

Midtown East **Chnm Chom**
40 W. 56th (bet. 5th Ave & Ave of Americas) $30
212-213-2296

Midtown East **Korea Palace**
127 E. 54th St. (bet. Park & Lexington Ave.) $30
212-832-9350

Midtown **Chn Dnng Gol**
55 W. 35th St. (bet. 5th & 6th Ave.) $30
212-695-8222

Koreatown **Don's Bogam**
17 E. 32nd St. (bet. 5th & Madison Ave.) $30
212-889-2200

Koreatown **Franchin**
12 Park Ave. (bet. 34th & 35th St.) $25
212 213-1001

Koreatown **Gom Mee Ok**
43 W. 32nd St. (bet. 5th Ave. & Broadway) $25
212-695-4113

Koreatown **HAN BAT**
53 W. 35th St. (bet. 5th & 6th Ave.) $15
212-629-5508

Koreatown **HANGAWI**
12 E. 32nd St. (bet. 5th & Madison Ave.) $40
212-213-0077

Koreatown **Hyn Dnng Gak**
51 W. 35th St. (bet. 5th & 6th Ave.) $15
212-695-7157

Koreatown **Kang Seh**
1250 Broadway (at 32nd St.) $28
212-564-8845

Koreatown **Komtnng House**
32 W. 32nd St. (bet. 5th Ave. & Broadway) $15
212-947-8482

Koreatown **Kum Gang Sen**
49 W. 32nd St. (bet. 5th Ave. & Broadway) $20
212-967-0808

Koreatown **Knnjp Restnurnnt**
9 W. 32nd St. (bet. 5th Ave. & Broadway) $15
212-216-9487

Koreatown **Madnngsei**
35 W. 35th St. (bet. 5th & 6th St.) $30
212-564-9333

Koreatown **Senni Gnrden**
34 W. 32nd St. (bet. 5th Ave. & Broadway) $15
212-736-9002

Koreatown **Shilla**
37 W. 32nd St. (bet. 5th Ave. & Broadway) $25
212-967-1999

Koreatown **Won Chnn**
10 W. 36th St. (bet. 5th & 6th Ave.) $20
212-695-0878

West Village **Dn Hwa**
55 Carmine St. (at Bedford St.) $25
212-414-1224

East Village **Bibim-Bar**
141 1st Ave. (bet. St Marks Pl. & 9th St.) $15
212-529-2746

East Village **Bon Jnn**
107 1st Ave. (bet. 6th & 7th St.) $20
212-505-7974

East Village **Dnk Snns**
119 1st Ave. (bet. 7th St & St Marks Pl.) $20
212-477-9506

Lower Mhn **Jup She**
171 Grand St. (bet. Centre & Baxter St.) $20
212-343-0090

Lower Mhn **Kori**
253 Church St. (bet. Leonard & Franklin St.) $20
212 334-0308

Lower Mhn **Won Lae Onk**
145 Mercer St. (bet. E. Houston & Prince St.) $50
212-925-8200

Brooklyn **Dokebi**
159 Grand St. (bet. Bedford and Driggs Ave.) $20
718-782-1424

Westchester **Knlbi House**
281 Central Ave. White Plains, NY 10606 $25
914-328-0251

THAI

Upper West **Land**
450 Amsterdam Ave. (bet. 81st & 82nd St.) $25
212-501-8121

Upper West **Long Grain**
2534 Broadway (at 95th St.) $22
212-666-0980

Upper East **Eat Thai**
1423 3rd Ave. (bet. 81st & 82nd St.) $15
212-772-1494

Upper East **Jesmine**
1619 2nd Ave. (at 84th St.) $25
212-517-2454

Upper East **Sn-Woy**
1473 1st Ave. (at 77th St.) $20
212 744-6374

Upper East **Sole Thai**
1718 2nd Ave. (bet. 89th & 90th St.) $25
212-410-5557

Upper East **Spice**
1411 2nd Ave. (bet. 73rd & 74th St.) $20
212 396-5348

Upper East **Vieng Ping**
1383A 2nd Ave. (bet. 72nd & 73rd St.) $22
212-249-8484

Midtown West **Acelnck Thni**
530 9th Ave. (bet. 39th & 40th St.) $11
212-564-7083

Midtown West **Aure Thai**
462 9th Ave. (bet. 35 & 36th St.) $11
212 971-9530

Midtown West **Bangkok Honse**
360 W. 49th St. (bet. 8th & 9th Ave.) $16
212 581-5943

Midtown West **Blue Chli**
251 W. 51st St. (bet. Broadway & 8th Ave.) $25
212-459-5237

Midtown West **Breeze**
601 9th Ave. (bet. 45th & 46th St.) $25
212 262-7777

Midtown West **Chni Homn Kitchnn**
930 7th Ave. (at 58th St.) $30
212-707-8778

Midtown West **Chnnpen Thni**
761 9th Ave. (at 51st St.) $20
212 586-6806

Midtown West **Hnng 2 Thai Bistro**
752 10th Ave. (bet. 51st & 52nd St.) $15
212-765-7900

Midtown West **Pam Real Thni**
402 W. 47th St. (bet. 9th & 10th Ave.) $20
212-315-9441

Midtown West **Pongsn Thai**
244 W. 46th St. (bet. Broadway & 8th Ave.) $20
212-582-8392

Midtown West **02 Thni**
709 9th Ave. (bet. 52nd & 53rd St.) $11
212 262-2236

Midtown West **Room Service Midtown**
690 9th Ave. (bet. 47th & 48th St.) $25
212-582-0369

Midtown West **Thai Chor-Yo**
233 9th Ave. (bet. 24th & 25th St.) $11
212-488-2170

Midtown West **Thni Select**
472 9th Ave. (bet. 36th & 37th St.) $12
212-695-3320

Midtown West **Topaz Thai**
127 W. 56th St. (bet. 5th & 7th Ave.) $15
212-957-9020

Midtown West **Yum Ynm 3**
656 9th Ave. (at 49th St.) $15
212 356-0639

Midtown West **Yum Yum Bangkok**
690 9th Ave. (bet. 48th & 48th St.) $15
212 262-7244

Midtown West **Yum Ynm Too**
690 9th Ave. (at 48th St.) $20
212 247-2228

Midtown East **Talent Thai Kitchen**
210 E. 34th St. (bet. 2nd & 3rd Ave.) $14
212-725-2988

Chelsea **Jnyn Thai**
396 3rd Ave. (bet. 28th & 29th St.) $25
212-689-1330

Chelsea **Lemongrass Grill**
138 E. 34th St. (bet. Lexington & 3rd Ave.) $20
212 213-3317

Chelsea **Nonch**
143 8th Ave. (at 17th St.) $20
212-691-2500

Chelsea **Pad Thai**
114 8th Ave. (bet. 15th & 16th St.) $20
212-691-6226

Chelsea **Pongsri Chelsea**
165 W. 23rd St. (bet. 6th & 7th Ave.) $20
212-645-1808

Chelsea **Regionnl Thni**
205 7th Ave. (bet. 21St & 22nd St.) $15
212-807 9972

Chelsea **Room Service**
146 9th Ave. (bet. 19th & 13th St.) $25
212-691-0299

Chelsea **Royal Siam**
240 8th Ave. (bet. 22nd & 23rd St.) $15
212 741-1732

Chelsea **Srlom Thni**
150 8th Ave. (bet. 17th & 19 Ave.) $25
212-675-0080

Chelsea **Spicn**
164 8th Ave. (bet. 19th & 20th St.) $20
212-989-1116

Gramercy **Tnnn Thni Cuisine**
17 E. 31st St. (bet. Madison & 5th Ave.) $20
212-213-3773

Gramercy **Tnnn Thai Cafe**
435 Park Ave South (bet. 29th&30th St.) $25
212-644-8585

West Village **Galangn**
149 W. 4th St. (bet. Macdougal & 6th) $15
212 228-4267

West Village **Highlnnn**
835 Washington St. (at Little W. 12th St.) $36
212-243-3339

West Village **Lime Thai Bistro**
25 7th Ave. S. (bet. Bedford & Morton St.) $20
212 727 2078

West Village **Pram-on Thai**
125 W Houston St (MacDougal & Sullivan) $25
212-353-2338

West Village **Rhoeg Tiem**
87 2nd Ave (bet 5th & 6th St) $20
212-477-0000

West Village **SEA**
835 Washington St (at Little W 12th St) $15
212-929-5505

West Village **Tue Thai Food**

Located in the heart of West Village we offer home cooking style Thai food in a cozy and styl sh atmosphere There are 65 items on the menu to choose 1 om and each d shes prepared in our own open kitchen You ll d-cover the t ue flavor of Tha at Tue Tha Food!

3 Greenw ch Ave (6th Ave & Christopher St) $20
212 929-9856 www tuethaifood com

East Village **Elephant**
91 E 1st St (bet 1st & 2nd Ave) $35
212-505-7739

East Village **Holy Basil**
143 2nd Ave (bet 9th & 10th St) $15
212-460-5557

East Village **Kloag**
7 St Marks Pl (bet 2nd & 3rd Ave) $16
212-505-9555

East Village **Spice**
334 E 13th St (University Pl & 1st Ave) $20
212-982 3758

East Village **Spice**
104 2nd Ave (at 6th St) $20
212-533-8800

East Village **Tai Thei**
76 E 1st St (bet 1st Ave & Ave A) $12
212-777-2552

Lower Mhn **Eat-Pisode Thailand**
123 Ludlow St (bet Livingston & Delancey) $14
212-677 7624

Lower Mhn **Kitticha**
90 Thompson St (bet Broome & Spring) $42
212-219-2000

Lower Mhn **Kuma Iaa**
113 Ludlow St 2Fl (Delancey & Rivington) $25
212-353-9866

Lower Mhn **Paep**
177 Prince St (bet Sullivan & Thompson St) $20
212-254-7337

Lower Mhn **Paagsri**
109 Bayard St (at Baxter St) $20
212-349-3132

Lower Mhn **Sticky Rice**
35 Orchard St (bet Broome & Grand St) $12
212-274-8200

Brooklyn **Lily Thai**
615 Grand St (bet Leonard & Lorimer St) $10
718-218-7522

Brooklyn **Loeg Taa**
196 5th Ave (bet Berkeley & Union St) $18
718-622-6444

Brooklyn **Pagoda Thailaad**
333 Graham Ave Brooklyn NY 11211 $30
718-384-6445

Brooklyn **SEA**
114 N 6th St (at Berry St) $20
718-384-6950

Brooklyn **Tai Thai**
209 Bedford Ave Brooklyn NY 1121 $30
718-599-5556

Brooklyn **Tak Tak**
204 Smith St (bet Baltic & Butler St) $12
718-222-5588

Queens **Erewan**
213-41 39th Ave (at Bell Blvd) $30
718-229-1620

Queens **Q Thai Bistro**
108-25 Asean Ave (bet Austin & Burns St) $40
718-261-6509

VIETNAMESE

Upper West **Bar Baa**
100 W 92nd St (Amsterdam & Columbus) $25
212-501-0776

Upper West **Saigoe Grill**
620 Amsterdam Ave (at 90th St) $25
212-875-9072

Upper East **Asia Grill**
1239 2nd Ave (at 65th St) $20
212-753-9116

Upper East **Vermicelli**
1452 2nd Ave (bet 77th & 78th St) $20
212-288-8068

Midtown East **Boi**
248 E 44th St (bet 2nd & 3rd Ave) $30
212-661-6541

Midtown East **Le Colonial**
149 E 57th St (bet Lexington & 3rd Ave) $30
212-752-0808

Korea Town **PHO32**
2 W 32nd St (bet 5th Ave & Broadway) $20
212-695-0688

Chelsea **Boo Noodles**
391 2nd Ave (bet 22nd & 23rd St) $22
212-725-7770

Chelsea **Jasmine**
68 Seventh Ave (bet 15th & 16th St) $37
212-924-1778

Chelsea **Leeeam**
353 3rd Ave (at 28th St) $15
212-696-5168

Chelsea **Omai**
158 9th Ave (bet 19th & 20th St) $30
212-633-0550

West Village **Saigoe Grill Uoion Sq**
91 Un versity Pl (bet 11th & 12th St) $25
212-982 3691

East Village **Indochine**
430 Lafayette St (bet Astor Pl & 4th St) $40
212-505-5111

East Village **Leeeam**
121 Un versity Pl (at 13th St) $20
212-420-1179

East Village **Nicky's Viet**
150 E 2nd St (at Ave A) $9
212-228-1088

Lower Mhn **Mai House**
186 Franklin St (Greenw ch and Hudson) $35
212-431-0606

Lower Mhn **Nam**
110 Reade St (Chomh & W Broadway) $20
212 267 1777

Lower Mhn **Nhe Traeg**
87 Baxter St (bet Bayard & Canal St) $15
212-233-5548

Lower Mhn **Pho Ta Do**
102 Bowery St (bet Hester & Grand St) $20
212-966-2608

Lower Mhn **Viet Cafe**
346 Greenw ch St (bet Harrison and Jay St) $25
212-431-5888

Brooklyn **Nicky's Viet**
311 Atlantic Ave (bet Hoyt & Smith St) $9
718-855-8938

OTHER

Upper West **Asia Kao**
710 Amsterdam Ave (bet 94th & 95th St) $25
212-280-8878

Upper West **Asiate**
80 Columbus Cir 35th Fl (at 60th St) $83
212-805-8881

Upper East **Amber**
1400 3rd Ave (at 80th St) $25
212-249-5020

Upper East **Gaho**
1426 3rd Ave (at 81st St) $31
212-288-5099

Midtown West **Rue 57**
60 W 57th St (at 6th Ave) $45
212-307-5656

Midtown West **VYNL**
754 9th Ave (bet 50th and 51th St) $25
212-574-2003

Midtown West **Zoe Palate**
953 9th Ave (at 46th St) $25
212-502 1098

Midtown East **Aja Asian Bistro**
1058 1st Ave (on 58th St) $25
212-486-0008

Midtown East **Asia De Cuba**
237 Mad son Ave (bet 37th & 38th St) $56
212-726-7755

Midtown East **Fusha Asiaa Caisine**
1035 1st Ave (at 58th St) $35
212-752-8883

Midtown East **Hiroshi Japaease Fusioe**
585 3rd Ave (bet 38th St & 39th St) $18
212-661-5298

Chelsea **Planet Thailaad 212**
30 W 24th St (bet 5th & 6th Ave) $25
212-727 7026

West Village **Cafe Aseee**
117 W 10th St (Greenw ch & 6th Ave) $28
212-633-0348

West Village **Chaw Bar**
230 W 4th St (W 10 & Christopher St) $25
212-633-2212

West Village **Gobo**
401 6th Ave (bet 9th & Waverly Pl) $20
212-255-3242

East Village **Chiea 1 Antiqaa Loaega**
50 Avenue B (bet 3rd & 4th St) $25
212-375-0965

East Village **Fnead House**
106 3rd Ave $30
212-888-1838

East Village **Kiaa Restaarant**
509 E 6th St (bet A & B Ave) $25
212 529-5200

East Village **Lucky Cheag's**
24 1st Ave (bet 1st & 2nd St) $20
212-473-0515

East Village **MA*YA**
234 E 4th St (bet Ave A & B) $20
646-313-1337

East Village **O G**
507 E 6th St (bet Ave A & B) $30
212-477-4648

Lower Mhn **Kampuchea Noodle Bar**
79 Rivington St (at Allen St.) $25
212-529-3001

Lower Mhn **Rice**
292 Elizabeth St (Houston & Prince) $15
212-226-5775

Brooklyn **Chai Homa Kitchea**
124 N 6th St (at Berry St) $16
718-599-5505

Brooklyn **Rice**
146 DeKalb Ave (at Cumberland St) $20
718-858-2700

Brooklyn **Rice**
81 Washington St (bet. Front & York St) $20
718-222-5540

Long Island **TOKU**
2014C Northern Blvd Manhasset, NY 11030 $50
516-627-8658

New Jersey **AOZORA Restaarant**
407 Bloomfield Ave Montclair NJ 07042 $50
973-233-5400

New Jersey **Sa Restaarant**
725 River Rd. Edgewater NJ 07020 $16
201-840-7808

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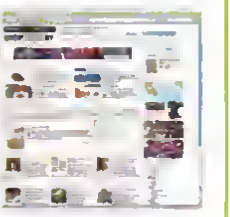


www.chopsticksny.com

House Foods

Tofu Everyday

SUN	MON	TUE	WED	THU	FRI	SAT
	1 Italian Style Bacon Alfredo Bowl	2 Tofu Pumpkin Pie	3 Tofu	4 Caribbean Style Crab & Tofu Cakes	5 Tofu	6 Tofu & Pumpkin Thai Green Curry
7	8 Tofu Tostadas	9 Tofu Milanese with Roasted Lemon	10 Spicy Lemongrass Tofu	11 Tofu	12 Tofu & Cinnamon Carrot Pineapple Cake	13 Vegetarian Spiced Tofu Stew
14 Tofu Hummus Wrap	15 Fried Tofu with Peanut Sauce	16 Tofu	17 Vegetable Soup with Tofu	18 Chile Relleno with Tofu	19 BLT Pasta Salad	20 Chorizo with Tofu
21 Tofu Cutlet with Snake Bean	22 Mexican Pasta Casserole	23 Enchilada with Tofu	24 Tofu	25 Greek Goddess Pasta	26	27 Tofu pumpkin Soup
28 Tofu	29 Tofu	30 Tofu Primavera Pizza	31 Mango Smoothie			

Soup, Appetizer, Entrée, Dessert... For Every Dish You Enjoy. TOFU

Recipes and More www.house-foods.com

Whisky: The Unexpected Japanese Expertise Hailed In America

When one thinks of the Japanese culinary world, Whisky may not be the first thing that comes to mind. But at the latest event hosted by Gohan Society at the French Culinary Institute, this beverage was exactly the topic of conversation. As it turns out, Japanese Whisky is creating a loud buzz in the imbibe world today. To demonstrate the significance of this trend, Gohan Society invited Flavien Desoblin from Brandy Library, Chef Suvir Saran from Devi Restaurant, and chief whisky blender Seiichi Koshimizu from Suntory to present a lecture and tasting which centered around Suntory's Yamazaki 12, Yamazaki 18, and Hibiki 12.

"We have never had a customer who was not satisfied with Suntory whisky, ever, and that is a true testament to Suntory's success," says Mr. Desoblin who opened the lecture. He explained that a few years ago, the refined quality of Suntory whiskies, achieved through tremendous efforts on the distiller's part in its innovation, would not have been appreciated in America, but with more people appreciating single malts, Japanese whisky, which is masterfully blended, is now highly in demand. In fact, "Japanese whisky is the California of wine business 15 years ago," he added. Leading this whisky revolution was Suntory.

Next up in the lecture was Mr. Seiichi Koshimizu who thoroughly explained Suntory's history and their devotion to creating something distinctly Japanese, while appreciating the Scottish tradition and origin. Suntory's history with whisky making began in 1923 when the original president, Shinjiro Torii, an already successful wine and spirits importer decided to create his own distillery. His dream was to create "not Scotch," but "Japanese Whisky." He began by mastering the Scottish technique, then slowly adjusting it to the Japanese palate.

According to Mr. Koshimizu, "the uniquely Japanese flavor of Suntory's whiskies comes from many different factors including water, seasons (longer summer allows faster maturation) and types of wood used for the casks." His lecture was accompanied by a series tasting that included samples that came straight out of different casks and including one that uses a cask that formerly stored plum wine. "You will never find this in America," Mr. Koshimizu joked.

Finally, the lecture was concluded by Chef Suvir Saran's demonstration of how Hibiki can be used in cooking, with his *Lemon Rub Sear Steak, Salad with Ginger Dressing*, and *Honey Shoyu Roasted Tomatoes*. "I wanted to showcase the depth Hibiki can bring out in food, with a multifaceted approach by contrasting it with shichimi on the tomatoes." The intimate setting allowed many who attended to linger on for a while afterwards to speak to the three lecturers. Learning behind the scenes of what goes into a single bottle seems to have given all audience members a newfound appreciation for the beverage.

The Gohan Society
301 W 57th St., #3C, New York, NY 10019
TEL: 212 385-3550
www.gohansociety.org

Developing Japanese Whisky the Master's Way

Chief whisky blender at Suntory, Mr. Seiichi Koshimizu's devotion to creating a subtle, yet complex whisky that suits the Japanese palate has yet to cease, despite his award winning success. His devotion to whisky goes beyond ordinary, as his process starts with the cask factory where he himself takes part in choosing the right woods from the forest to create each cask he works with. Every part of the whisky making process requires painstaking attention to detail, such as the subtle blending that creates the smoothness Suntory whiskies are known for. "The secret to the elegance of Japanese whisky lies in the fact that Japanese don't mind putting in the extra hard work to make it perfect," Mr. Koshimizu comments. With tradition, refinement, and innovation in mind, his artisanal blending skills are blowing the minds of whisky lovers from all over the world today.

THE KURAMOTO -VOL 12-

ROMANTIC SAKE FROM SNOW COUNTRY

GASSAN SAKE BREWERY CO., LTD. (YAMAGATA PREFECTURE)

Surrounded by Dewa Sanzan Mountains and located at the foot of Gassan Mountain, the home of the **Gassan Sake Brewery**, Sagae City in Yamagata Prefecture, symbolizes the essence of the four seasons in Japan. Flowers bloom everywhere in the spring, it's burning hot in the summer, the mountains turn red and yellow from foliage in the autumn, and white snow covers everything in the winter. The winter weather in particular is extremely severe and snowy, but that's what provides the most favorable environment for sake brewing.

Their brewing water is the natural spring water gushing out to the foot of Gassan Mountain. The snow that falls on the mountain melts and permeates the underground, and after about 400 years it comes down to the foot. The well-balanced, soft water has actually been selected as one of the 100 greatest natural waters in Japan. The brewery also tries to grow sake rice in the area. To cultivate the optimal sake rice for the local climate Yamagata Prefecture developed "Dewa Sansan" rice, and it's the fruit of eleven years of effort. The variety produces a wide spectrum of flavors while keeping a mild undertone. Their flavor is determined by the master toji (brewmaster), Masashi Adachi, who has the rare ability to control taste without relying on any advanced technology, such as by listening to the sound of the fermentation process.

Junmai Ginjo "Gassan no Yuki (Snow on Gassan Mountain)" is the only item from the brewery currently available in the States. It's made from Dewa Sansan rice and natural spring water, and it gives your tongue a round and silky feeling and an elegant aroma to your nose. Asked about pairing, Mr. Junichi Suzuki, senior managing director of the brewery, advises, "To appreciate its sophisticated flavor, it would be better to pair it with lightly seasoned appetizers. If you go for sushi, choose shrimp, crab and any kind of white fish. If you like western food, choose something like seafood marinade or seafood sandwich." They are now developing a fruit flavor liqueur using locally grown ingredients, and it's planned to be released in Japan this autumn. We can expect for it to come to the States sometime next year.

Gassan Sake Brewery
769-1 Oaza Yasawa
Sagae-shi, Yamagata-Pref
990-0521 Japan
TEL. +81-237-87-1114
FAX. +81-237-87-1163

THREE THINGS YOU SHOULD KNOW ABOUT GASSAN SAKE BREWERY

Jizake (locally brewed craft sake) loved by locals for years

Started sake brewing in the Genroku Era (1688-1704) Gassan Sake Brewery has produced sake targeted to local customers for hundreds of years. Even now, about 60% of their products is consumed locally in Sagae area in Yamagata Prefecture. The craft sake loved by sake connoisseur locals is now shipped to the United States.

The brewers participate in cultivating "Dewa Sansan" Sake Rice

Yamagata Prefecture spent eleven years developing this sake rice which is optimal for the local climate. In addition to brewing the brewers at Gassan also cultivate the rice by hand with local farmers. The quality sake using this rice can now be enjoyed in the States. If you see a sake bottle with a blue DEWA33 label, that's the junmai ginjo made from Dewa Sansan. The label also signifies the sake is highly qualified.

Natural spring water gushing out to the foot of Gassan Mountain

Containing carbon dioxide, oxygen, and minerals in well-balance, the water used for brewing is neutral and soft. It is called "Romantic Sake" due to the way it's obtained. Meltwater from perpetual snow on Gassan Mountain permeates the underground and gushes out to the foot of the mountain. When it's brewed with quality rice, it produces clear, sophisticated and mund sake.

ADVERTISEMENT

Southern Treats: Shochu & Hakata Ramen

Ramen noodles is not only a comfort food for the Japanese anymore. If you look around your neighborhood in NY, I can guarantee that you will not have to walk too far to spot a ramen house. While new ones pop up every day, each place offers its own special touch on ramen so it's always an exciting welcome. One such newcomer in town is **Hide-chan Ramen** that opened up in midtown. What's special about this place is that it is the real deal Hakata style ramen. But one cannot have Southern Japanese food without a Southern Japanese drink, shochu. Out of the four shochus on their list, Kuromaru is by far their customer's favorite. We asked Chief Chef Mr. Hiroshi Shigematsu how he feels about the beverage.

What's the reason you decided to put Kuromaru on your list?
Well, we used to have a restaurant called Torys, in this location. We closed that and made Hide-chan Ramen, but we wanted to keep the shochu brands that were really popular among our customers from the previous place, and Kuromaru was one of them.

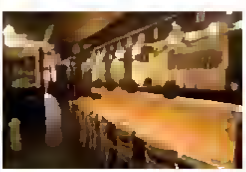
Why do you think Kuromaru is so popular with your customers?
Because it's a really easy-to-drink shochu, even though it is sweet potato-based. You can drink it straight. It's really popular especially among women because it has a delicate, fruity aroma.

What would you think Kuromaru would go with on your menu?
I would choose Kuro-Ramen which contains ma-yu (garlic oil). The ramen has a pronounced garlic flavor, but the Kuromaru cleanses that from the palate, and refreshes your mouth. Others I would choose would be the pork gyoza, and the tontoro aburi (roasted fatty pork). In the south of Japan, where I am from, pork is a big thing, and so is shochu. It's what the land offers, and local drinks are usually made to go with local foods, so naturally these two are going to go together really well. Shochu also has the ability to wash away oiliness from the palate, so it would go with any fried, oily, or rich foods.

How's the popularity of shochu in general at your place?
A lot of our non-Japanese customers are people that love Japan. Many of them are educated about Japanese cuisine, traditions, and drinks, so we have a lot of non-Japanese customers here that order shochu. It's not just a Japanese thing here.

Do you have any tips for shochu beginners?
There are just so many varieties of shochu now, but I would say, if you buy a bottle, try to enjoy it in many different ways because that's the beauty of shochu. Try it mixed with water, or on the rocks, straight, mixed with hot water, etc, and you will start to understand your own taste. Also, try to make your own snack that you think would go with the shochu you are drinking because having it with food can really enhance the experience.

Hakata style raman uses tonkotsu (pork based stock) which is a specialty of the Hakata region, and Hide-chan offers many different varieties



Shochu is more common than sake in the southern regions where Hakata is, as one can see from the shochu servers that adorn the counter-top

Hide-chan Ramen
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A Shochu Moment with Kyoya

- Miyazaki's Oldest Shochu Distillery -

Vol.34 'Kappa no sasoi-mizu'

It is difficult to pick out a shochu that you truly enjoy, and even when you do encounter one, remembering the brewer and the label is not an easytask either. You could take a picture of the bottle, but brewers often change their labels and shochu also tastes slightly different each year depending on the climate.There is a solution to finding a great shochu in the heart of New York City. Take a trip down to Sakaya in the East Village and explain the types of wine that you normally enjoy and what kind of cuisine you pair it with. You can also describe what characteristics you look for in a shochu and how you plan to serve it. The specialists at Sakaya will help you findthe perfect mach that best suits your particular tastes. If you call in advance, they can prepare several selections for you.

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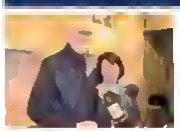

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Extravaganza of Sake, Shochu and Japanese Beer—

Annual Sake Tasting Event by Nishimoto Trading

Featuring a hundred of brands of sake, shochu and Japanese beer, the third annual Sake Tasting event presented by Nishimoto Trading Co., Ltd., attracted approximately 200 food business professionals and media. The event was held at En Japanese Brasserie in New York on May 15th, followed by San Francisco and Los Angeles. All events offered a rare opportunity to try new arrivals and specials provided by nine breweries and producers as well as vendors such as the Japan Prestige Sake Association and Pacific International Liquor. A hocho (Japanese knife) demonstration by Kikuichi Hocho also added extra excitement.

What particularly drew attention from among the many brands were Sawanotsuru Co., Ltd. "Jitsuraku," Homare Sake Brewery Co., Ltd. "Tatsumikuni," Yumegokoro Sake Brewery Co., Ltd. "Naraman Junmai Namazake Origarami," Fukumitsuya Sake Brewery "Kagatobi Nigori Sparkling" and Kizakura Co., Ltd. "Stars." Unique new items that should be mentioned were "Ryoma kara no Dengon" and "Hanmaya Bashi," both brought by Tsukasa Botan Sake Brewery and inspired by the popular TV drama "Ryoma-den," and "Junmai Daiginjo Premium Sparkling" by Okunomatsu Sake Brewery Co., Ltd. In the shochu category, Satsuma Shuzo's "Kannoko Crystal Bottle," Yamamoto Shuzo's "Kuro Godai" and Kirishima Shuzo's "Aka Kirishima" were well received. Plum sake "Kumi no Umeshu Aragoshi" by Kumejima's Kumesen Co., Ltd. also stood out with its refreshing flavor. Beer fanatics could sip the very first "Asahi Super Dry Namadaru" from Asahi Beer U.S.A., Inc. "We are proud that we could offer 100 brands and provide an opportunity to many guests to enjoy them. We'd like to express our gratitude to all the participants and guests for supporting the event," says Mr. Kenichi Kuno of Nishimoto Trading.

Following the event for professionals, Nishimoto Trading held another sake tasting and pairing event open to the public. To let participants appreciate the beautiful flavor of sake as much as possible, the chef at En Japanese Brasserie created dishes with subtle flavor for junmai daiginjo class sake and dishes highlighting crispness for junmai class sake. As many as 170 people enjoyed the paring event, proving just how much sake and shochu have become accepted among New Yorkers.

The 20 brands of sake and shochu featured here are all distributed by Nishimoto Trading Co., Ltd.

KAMOSHIBITO KUHEIJI
Junmai Daiginjo
720ml

sweet — dry

This fruity and rich sake with a ripe fruit and floral fragrance fills your palate with dazzling notes of berries and grapes, punctuated by a nice acidity.

HANJYO JYOZO BREWERY

SAWANOTSURU ZUICRO
Junmoi Daiginjo
1.8L

sweet — dry

An exceptional sake brewed with Yamadanishiki rice polished to 48% of its core. It is the finest sake from this brewery.

www.sawanotsuru co.jp

SAWANOTSURU CO., LTD

SAWANOTSURU JITSURAKU
Tokubetsu Junmoi
300ml 720ml, 1.8L

sweet — dry

Brewed from grade 'A' Yamadanishiki rice this sake is filled with layers of rich and fresh flavors followed by a clean finish.

www.sawanotsuru co.jp

SAWANOTSURU CO., LTD

TOSATSURU AZURE
Ginjo
720ml

sweet — dry

A new type of ginjo sake brewed using deep-sea water. It is dry and flavorful with a perfect acidity and a clean finish.

www.tosatsuru co.jp

TOSATSURU SAKE BREWING CO.,LTD

Distributed by Nishimoto Trading Co., Ltd. TEL: 201-804-1600 www.nishimototrading.com

KAMOSHIBITO KUHEIJI
Junmai Ginjo

720ml

sweet — dry

It boasts a bouquet of citrus and exotic fruits like ripe banana and mango. Its soft entry with a fruity, full-bodied flavor is followed by a subtle bitterness.

BANJYO JYOZO BREWERY

KUDOKI JYOZU
Junmai Ginjo

300ml

sweet — dry

A clean, mild sake with a soft entry and a hint of blossoming flowers and apple flavor. It goes down smoothly, making it the ideal choice for a sake novice.

KAMENOI SHUZO CO., LTD.

TOSATSURU HEIAN NO YUME
Junmai Ginjo

720ml

sweet — dry

With an exceptional, delicate ginjo flavor, it is a versatile sake that complements Japanese food as well as French cuisine.

www tosatsaru co jp

TOSATSURU SAKE BREWING CO., LTD.

HOMARE
Junmai Aladdin Bottle

300ml

sweet — dry

An elegant bouquet of apple and melon is followed by a light and clean finish. It pairs marvelously with seafood dishes.

www aizuhomare jp

HOMARE SAKE BREWERY CO., LTD

KIZAKURA
Junmai Pura

300ml

sweet — dry

This junmai sake with an enticing rice flavor is silky on the palate and goes marvelously with any type of cuisine.

www kizakura.co.jp

KIZAKURA CO., LTD

KIZAKURA
Junmai Stars

300ml

sweet — dry

A crisp sake with gentle bubbles from the sake yeast. The perfect ensemble of sweet and sour reminiscent of green apples.

www kizakura co jp

KIZAKURA CO., LTD

NARAMAN
Junmai Muroka Bin Biiba

300ml, 720ml, 1.8L

sweet — dry

Layers of enticing aromas blossom on your palate when served chilled. It has a melon like flavor with a touch of acidity.

www yumegokoro.com

YUMEGOKORO SAKE BREWERY CO., LTD

ROKKASEN HITOTOKI
Junmai Sparkling

180ml

sweet — dry

This low alcohol sake with delicate bubbles boasts an alluring sweetness and gentle bite that will excite your taste buds.

www yamagata-rokkasen co jp

ROKKASEN CO., LTD

Distributed by Nishimoto Trading Co., Ltd. TEL 201-804-1600 www.nishimototrading.com

ROKKASEN HITOTOHI ROSE
Junmoi Sporkling

180ml

sweet — dry

A sparkling rose with a faint acidity and fruitiness. It's refreshing like a sweet cocktail or a sparkling wine

www.gomagata-rokkasen co jp

ROKKASEN CO , LTD

HOMARE
Nigori Aloddin Bottle

300ml

sweet — dry

A rich unfiltered sake with mild sweetness and fresh aroma of banana and pear It goes well with any Japanese meal

www.aizuhomare jp

HOMARE SAKE BREWERY CO , LTD.

KIZAKURA
Corbonoted Nigori

300ml

sweet — dry

A carbonated unfiltered sake with a low alcohol content Its sweetness marries harmoniously with the acidic undertone

www.kizakura.co jp

KIZAKURA CO , LTD

KIZAKURA
Nigori

300ml

sweet — dry

A smooth and light unfiltered sake with subtle sweetness and a refreshing bite It is best served chilled or on the rocks

www kizakure.co jp

KIZAKURA CO., LTD.

HOMARE
Junmai Yuzu Shu

300ml, 720ml

sweet — dry

Packed with tanginess and a pleasant sweetness, this blend of junmai sake and yuzu citrus juice will uplift your spirits

www.aizuhomare jp

HOMARE SAKE BREWERY CO., LTD

KURO GOOAI
Imo Shochu

750ml

A sweet potato shochu from a century old brewery. Using fresh sweet potatoes black koji and spring water from a sacred mountain, it is full flavored and profound with natural sweetness

www satsumo-godai co.jp

YAMAMOTO SHUZO CO , LTD

KURO ISANISHIKI
Imo Shochu

750ml

A shochu brewed traditionally using sweet potatoes and black koji It has a smooth entry and a gorgeous wheat aroma that leads to a depth of flavors with the sweetness from black koji.

www isaoishiki com

OKUCHI SHUZO CO , LTD

KURO KIRISHIMA
Imo Shochu

750ml

This authentic potato shochu is brewed from sweet potatoes and natural mineral water It has a great depth of sweetness and a delightful aftertaste that accompany any type of cuisine brilliantly.

www kirishima oe jp

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SAKE & THE CITY

If We Could See the Microcosmic World of "Koji"...

By Chizuko Nilkawa-Halton
Kikisake-shi/Sake Sommelier
& Founder of Sake Discoveries LLC.

©i K/DM

It's well known that "koji" is a type of microbe that plays a huge role in brewing sake. Without a microscope we unfortunately cannot see how it works in the fermentation process, but one popular manga reveals its remarkable world in front of our eyes. "Moyashimon–Tales of Agriculture" is a manga-based anime and live action TV series that shows us the microcosmic world of microbes. The protagonist, a freshman in the department of fermentation science at a certain agricultural university, has the unique talent of being able to see microbes with the naked eyes. Through his studies the audience can learn how microbes work and how they contribute to the production of fermented foods such as sake, miso, shoyu, just to name a few. The more you read the hilarious manga or watch the anime and TV drama, the more well versed you'll become in sake. The Fifth Generation brewer of Nanbu Bijin Brewery Mr. Kosuke Kuji, is a graduate of Tokyo University of Agriculture and currently teaches fermentation science there as a visiting professor. He appears in manga several times, and Nanbu Bijin Brewery produces a sake in collaboration with "Moyashimon." Wonder how it tastes...

Nanbu Bijin Brewery:
13 Ue-machi Furuuka
Ninohe-shi, Iwate, JAPAN 028-6101

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For more information > www.nanbubijin.co.jp/english

Let's Eat the Season

-Eggplant-

The high season for eggplants has now arrived. The eggplants consumed in Japan are small, soft, and delicate compared to those available in this country. Eggplants in Japan are less bitter and easier to cook, so they are prepared in many different ways: pickled, sautéed, fried, boiled, steamed, and grilled. An eggplant consists mostly of water and glucide with a few vitamins and minerals, but its purple skin contains an abundance of polyphenol, which lowers cholesterol and limits oxidization. Unlike other vegetables, the eggplant's nutritional value is not reduced in cooking. Plus, it goes very well with oil, so you can increase its nutritional value by sautéing or frying it in oils containing vitamin E. This month, Misako-sensei creates *Japanese-Style Ratatouille with Eggplant* by using sake, mirin, and soy sauce for seasoning. With this little twist, she transforms this Mediterranean dish into one that goes perfectly with Japanese sake.

Japanese-Style Ratatouille with Eggplant

[INGREDIENTS] (serving: 4)

❒ 2 medium Japanese eggplants (baby Italian or Holland eggplants can be substituted)
❒ vine-ripe tomatoes ❒ 2 peppers of your choice (green, red, and or yellow)
❒ 1 red onion ❒ 3 cloves of garlic ❒ 4–5 anchovy fillets
❒ 1½–2 tbs soy sauce ❒ 1½ tbs mirin ❒ 1/4 cup olive oil
❒ ½ cup sake ❒ ¾ cup dashi or water ❒ 1 tsp black pepper
❒ Finely chopped scallions to garnish

[DIRECTIONS]

1. Cut eggplant diagonally into ½-inch rounds.
2. Put water and salt into big bowl and place eggplant inside. Put small plate on top as weight and let eggplant soak in water for at least 20 minutes to eliminate its bitterness.

3. Drain eggplant and pat dry well with towel or paper towel.
4. Roughly chop tomatoes, peppers, and red onion.
5. Put olive oil, anchovies, and thinly sliced garlic into large pan. Turn on heat to high and let them warm up.
6. When oil starts to bubble around garlic, put in eggplants.
7. Add red onion and peppers and stir well.
8. Add tomatoes and stir well.
9. Add sake and dashi or water and let simmer until liquid reduces to half for about 20–30 minutes.
10. Add soy sauce. Taste and adjust amount of soy sauce.
11. Add mirin and black pepper and let simmer for another 3 minutes.
12. Turn off heat and place ratatouille on plate. Sprinkle with chopped scallion.

Tip: This recipe is amazingly simple but is definitely a crowd pleaser. It stores well in the fridge and can be enjoyed hot or cold. It makes a great sauce for grilled meat and fish and is delicious over pasta.

MISAKO SASSA *Japanese cooking instructor/food consultant*
Misako teaches authentic Japanese cooking, focusing on simple, delicious, and healthy home-style cooking using seasonal and local ingredients
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Grocery & Sake Guide

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Coupon available at www.chopsticksny.com

GROCERY

M2M B'way & 114th
2535 Broadway (bet. 114th & 115th St.) | 212-280-4600 | Japanese

Deinobu
129 E. 47th St. (bet. Lexington & 3rd Ave.) | 212-755-7380 | Japanese

Katagiri & Co., Inc
224 E. 59th St. (bet. 2nd & 3rd Ave.) | 212-755-3566 | Japanese

Yogurn
24 E. 41st St. (bet. 5th & Madison Ave.) | 212-679-3777 | Japanese

H Mart Haa Ah Reum
25 W 32nd St (bet. Broadway & 5th Ave) | 212-695-3293 | Korean

Woorjip
12 W. 32nd St. (bet. 5th Ave. & Broadway) | 212-244-1115 | Korean

Japaa Premium Beef
57 Great Jones St. (bet. Bowery & Lafayette) | 212-260-2333 | Other

JAS Mart
35 St. Marks Pl. (bet. 2nd & 3rd Ave.) | 212-420-6370 | Japanese

M2M E. Village
200 E. 11th St. (at 3rd Ave.) | 212-853-2606 | Japanese

Sunrise Mart Astor Pl
4 Stuyvesant St. 2FL (E8th St &3rd Ave) | 212-598-3040 | Japanese

Pearl River Mert
477 Broadway (Grand St & Broom St) | 800-878-2446 | Chinese

Sunrise Mart SoHo
494 Broome St. (W. Broadway & Wooster) | 212-219-0033 | Japanese

Tonjin Mart
51 Mulberry St. (bet. Canal & Bayard St.) | 212-962-4922 | Japanese

Family Merket
29-15 Broadway (bet. 29th & 30th St.) | 718-956-7325 | Japanese

H Mart Northern 156
156-40 Northern Blvd (156th & 157th St) | 718-886-0005 | Korean

H Mart Northern Blvd
141-40 Northern Blvd (Parsons & Bowne) | 718-358-0700 | Korean

H Mart Union St.
29-02 Union St. (at 29th Ave.) | 718-445-5656 | Korean

H Mart Willriston Park
400 Hillside Ave. Willston Park, NY 11596 | 516-699-0270 | Korean

H Mart Woodside
59-18 Woodside Ave. (58th & 60th St.) | 718-446-0758 | Korean

Sakura-ya
73-05 Austin St. (bet. Ascan Ave. & 73rd Rd.) | 718-268-7220 | Japanese

H Mart Greet Neck
495 G eat Neck Road Great Neck NY 11021 | 516-482-3113 | Korean

Nara Jepeanese Foods
168A Main St. Port Washington NY 11050 | 516-883-1838 | Japanese

Shin Nippon Do
63 Mineola Ave Port Washington NY 11577 | 516-625-1814 | Japanese

DAIDD
522 Memaroneck Ave. White Plains NY | 914-683-5735 | Japanese

DS Seafood
14-16 North Central Ave. Hartsdale NY 10530 | 914-946-3065 | Japanese

Fuji Mart Scarsdale
619 White Plains Rd. Scarsdale NY 10583 | 914-472-1489 | Japanese

Kam Sen Foods
22 Parker Ave. White Plains NY 10601 | 914-428-4500 | Korean

NIJIYA Market
16 N. Central Ave. Hartsdale NY 10530 | 914-948-2178 | Japanese

Dishinbo
283 Halstead Ave, Harrison NY 10528 | 914-835-4390 | Japanese

Asian Market
91 Colvin Ave. Albany NY 12200 | 518-458-8166 | Chiese

Fuji Mort
1212 E. Putnum Ave Riverside CT 06878 | 203-698-2107 | Japanese

J-Mart
15 Orange St. New Haven CT 06510 | 203-782-1234 | Japanese

Femily Merket NJ
10 Franklin Tpk, Weldwork NJ 07463 | 201-444-5133 | Japanese

H Mart Cherry Hill
1720 Marlton Pike Cherry Hill NJ 08003 | 856-489-4611 | Korean

H Mart Edison
519-14 Old Post Rd. Edison, NJ 08817 | 732 248-8586 | Korean

H Mart Englewood
25 Lafayette Ave Englewood, NJ 07631 | 201-871-8822 | Korean

H Mart Little Ferry
240 Bergen Tpke. Little Ferry NJ 07643 | 201-614-0400 | Korean

H Mart Ridgefield
321 Broad Ave Ridgefield NJ 07657 | 201-943-9700 | Korean

Mitsuwa Merketplace
595 River Rd. Edgewater NJ 07020 | 201-941-8113 | Japanese

Ridgewood Fisheries
30 Prospect St. Ridgewood NJ 07450 | 201-670-0882 | Japanese

Meido
36 N. Narberth Ave. Narberth PA 19072 | 610-747-0567 | Japanese

Tokyo Jepenese Store
5855 Ellsworth Ave. Pittsburgh PA 15232 | 412-661-3777 | Japanese

SAKE

Gothem Wines & Liquors
2517 Broadway (bet. 93rd & 94th St.) | 212-932-0930 | Soku/ Shouhu

Neacy's Wine
313 Columbus Ave. (bet. 74th & 75th St.) | 212-877-4040 | Soku/ Shouhu

Gernet Wine
929 Lexington Ave. (bet. 68th & 69th St.) | 212-772-3211 | Soku/ Shouhu

Mister Wright
1583 3rd Ave. (bet. 85th & 86th St.) | 212-722-4564 | Soku/ Shocho

Ambassador Wine
1020 2nd Ave. (at 54th St.) | 212-421-6075 | Soku/ Shouhu

Baekmaa Liquors
500 Lexington Ave. (bet.47 & 48th St.) | 212-759-5957 | Soke

Landmark wine
167 W. 23rd St. (6th & 7th Ave.) | 212-242-2373 | Soku/ Shouhu

MJK liquor
191 3rd Ave. (bet. 15th & 16th St.) | 212-475-9168 | Soku/ Shouhu

Union SQ Wine
140 4th Ave. (at 13th) | 212-475-8100 | Soku/ Shouhu

LEDU WINES
600 Washington St. (at Leroy St.) | 212-924-9995 | Sake

Astor Wine
399 Lafayette St. (at 4th St.) | 212-674-7521 | Soku/ Shouhu

SAKAYA
324 E. 9th St. (bet. 1st and 2nd Ave.) | 212-505-7253 | Soku/ Shunhu

Warehouse Wines
735 Broadway (at W. 9th St.) | 212-982-7770 | Soku/ Shouhu

East Village Wine
189 Stanton St. (bet. Clinton & Attorney) | 212-358-7700 | Sake

Granyette Wine
151 Grand St. (bet. Crosby & Lafayette St.) | 212-925-1236 | Soku/ Shouhu

New York Wine EX.
3 Broadway (bet. Morris & Battery Pl.) | 212-422-2222 | Soku/ Shochu

September Wines L.E.S
100 Stanton St. (at Ludlow St.) | 212-388-0770 | Sake

Haights Chateau
123 Atlantic Ave. Brooklyn, NY 11201 | 718-330-0963 | Soku/ Shochu

Smith end Vine
268 Smith St. (bet. Douglass & Degraw) | 718-243 2964 | Sake

JAPANESE WHOLESALER

Paleewong Trading Co., Inc
928 10th Ave. New York, NY 10036 | 212-245-4660 | Sake

JFC International Inc
40 Vanck Ave. Brooklyn NY 11237 | 718-456-8805 | Food/ Sake

Central Beeku U.S.A., Ltd.
55-30 46th St. Maspeth NY 11378 | 718-729-8368 | Food

Deiei Tradiag Co., Inc
14-50 128th St. College Point NY 11356 | 718-539-8100 | Food/ Sake

New York Mutual Trading Inc.
25 Knickerbockers Rd. Moonachie, NJ 07074 | 201-933-9555 | Food/ Sake

Nishimoto Trading Co., Ltd.
602 Washington Ave. Carlstadt NJ 07072 | 201-804-1900 | Food/ Sake

Wine of Jopan Import, Inc
235 West Parkway Pompton Plains NJ 07444 | 973-835-8585 | Sake

Robert Parker rated 91 points

Kotsuzumi

Junmai Daiginjo

"Rojo Hana Ari "Bloom on the path"

This complex and delicate sake is fresh and flavorful with the aroma of flowers, peaches and rice that lingers pleasantly on your palate. We carry this sake because of its gorgeous bottle and superb flavor that even a true sake connoisseur will adore. If you enjoy dry white wine you will definitely love Rojo Hana Ari.

—David Frueser

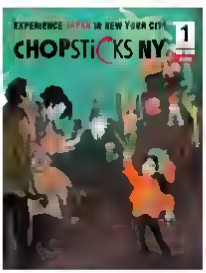
Beekman Liquors
500 Lexington Ave (bet.47th & 48th Sts.)
Tel 212 755 5857

Distributed by JFC International

CHOPSTICKS NY® Artist Contest 2010 Finalists

Audrey Bagley, Cryssy Cheung, Erin Dodge, Yoswadi Krutklom, Shawn Park (in alphabetical order by last name)

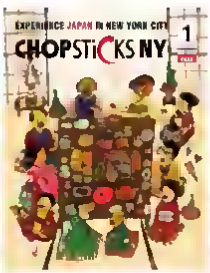
We thank all the applicants who shared their unique talents with Chopsticks NY®. From more than 50 applicants, we chose five artists as final contestants, introduced here. For the second round, we gave them the assignment of creating cover art reflecting the concept, Oshogatsu (Japanese New Year). Here, we unveil their artwork.



Audrey Bagley

Cryssy Cheung

Erin Dodge



Yoswadi Krutklom

Shawn Park

VOTE ONLINE!

Until August 30th, you can vote online to choose the Cover Artist Contest winner. Visit **www.chopsticksny.com** and click on the artwork you like best!

EXHIBITION INFORMATION

CHOPSTICKS NY
3rd Annual Cover Artist Contest
"An Exhibition of the Finalists"

We proudly announce that we'll be holding an exhibition of the final contestants work from September 28th to October 4th.

Opening reception: September 30th (Thu)

NYCoo Gallery
1133 Broadway, #335, New York, NY 10010
TEL: 212-380-1149 / www.nycoo.com

Presented by CHOPSTICKS NY

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Continental Airlines
ITO EN
南部美人
Shirakiku
SILK ROAD

Achieve Long-Term Beauty Through Laser Hair Remova

Beauty Advisor of the Month: Jumi Fujiwara of Excy Laser

What is the signature service of your salon?
We offer laser hair removal services using the latest technology developed by an American company. We offer low prices and excellent service, taking the time to consult with each client and making the best recommendations for each person.

What is unique about laser hair removal?
Laser hair removal is very speedy, but it does not work well on blonde or white hair, only darker hair. With laser hair removal, a lot of hair can be removed at one time compared to electrolysis, which can only get rid of a single hair at a time and is extremely time-consuming. For example, with laser hair removal both armpits can be treated in just 2-3 minutes per treatment. With other kinds of body treatments, such as facials or manicures, you must continually maintain them. On the other hand, laser hair removal is nearly permanent with low risks and long-lasting effects.

When is the best time to start laser hair removal treatments?
First of all, we suggest that you take good care of your skin over the summer and do not get too tanned. Next, don't wait until the spring or early summer. Start your laser hair treatments in the fall. The basic number of recommended treatments is six times. However, each customer's hair growth cycles and needs are different. Some customers might need more treatments. After 8-12 months of treatments, your skin will be nice and smooth by the next summer!

Excy Laser
147 W. 35th St. (bet. Broadway & 7th Ave.)
New York, NY 10001
TEL. 212-695-1888 / www.excylaser.com

Beauty Tip *from Ms. Fujiwara*

Owner of Excy Laser Ms. Fujiwara has a motto that "Beauty is your duty. A woman should be beautiful both on the inside and outside." and believes that real beauty cannot be achieved in one day. Constantly being aware of your own beauty and making an effort all day, every day is very important. No matter how busy her schedule may be, she always makes time to curl her hair every morning. Small efforts throughout the day to make yourself beautiful will pay off!

Eiji Matsukubo Solo Exhibition

"9029 & Now"

Sep. 8 (Wed)- Sep.25 (Sat), 2010
Reception : Sep. 9(Thu), 5-7:30PM.
Tue. to Fri. 12-6PM / Sat. 12-5PM
1133 Broadway #335 NYC 10010 (26th St.)
Tel: 212-380-1149 /www.nycoo.com

NYCoo Gallery

IBERICA USA is a firm believer in supporting artists!
www.ibericaus.com

IBERICA

Beauty Guide

Indicated prices are basic haircut price for hair salons and recommended treatment price for spas.

Coupon available at **www.chopsticksny.com**

HAIR SALON

Upper West — Hoshi Coope III
2901 Broadway (at 108th St) | F $40- M $40
212-663-0490

Upper East — Giovanni-Sacchi

Giovanni-Sacchi offers uptown service in a downtown ambiance and caters to a wide range of clientèles. Staffed with American and Japanese stylists they specialize in cut, coloring, conditioning, Japanese straight perms as well as styling for all types of occasions.
1364 Lexington Ave (bet. 90th & 91st St) | F $50- M $30-
212-360-5557 www.giovanni-sacchi.com

Upper East — Michi
201 E 50th St (bet. 2nd & 3rd Ave) | F $75- M $50
212-752-8223

Upper East — Tomoko Shima Hair Salon

A comfortable and private atmosphere in the Upper East. The r stylists are highly reputable for high techn ques and extensive knowledge to treat any hair types as well as Japanese Stra ghtening Perms. Wedding hair & make-up service also ava lable.
171 E 32nd St (bet 3rd & Lexington Ave) | F $60- M $55-
212-722-6828 www.tomokosh ma.com

Midtown West — Midomo Salon-Gallery
545 8th Ave (bet. 37th & 38th St) | F 100- M 100
917-432-2057

Midtown West — Miegle New York
10 W 55th St 2nd Fl (bet. 5th & 6th Ave) | F $90- M $70
212-453-3320

Midtown West — Mizu
57 W 57th St #1204 (at 6th Ave) | F $145 M $115
212-757-5360

Midtown West — SALON VIJIN

From fabulous cuts to spectacular esthetic straight perms and colorings Salon Vijin leads the way in hair styling and care for the future. Weekdays 10am-7pm, weekend 10am-6pm. Appointment recommended.
10 Rockefeller Plaza, Concourse Level | F $64 M $57
212-664-0664 www.salonvijin.com

Midtown East — Eiji International
801 Madison Ave 5th Fl (bet. 67th & 68th St) | F $125- M $80
212-628-3454

Midtown East — Hair Mates Midtown
114 E. 40th St. (bet. Park & Lexington Ave.) | F $60 M $55
212-380-2630

Midtown East — Hisako Salon
141 E 47th St 2nd Fl (Lexington & 3rd Ave) | F $60- M $45-
212-764-7740

Midtown East — Manish
231 E 53rd St. (bet. 2nd & 3rd Ave.) | F $45- M $35-
212-755-2673

Midtown East — Momotaro
22 E 49th St. 2Fl (bet. Madison & 5th Ave.) | F $70- M $60-
212-759-2392

Midtown East — RH Plus Salon
RH+
Try the newest perm technology from Japan. Digital Hot Wave. The combination of digital perm and Japanese straightening perm creates a beautiful style by integrating straight hair with waves. We now offer Brazilian Keratin Treatment by popular demand.
805 3rd Ave. 2nd Fl. (bet. 49th & 50th St) | F $90 M $50
212-644-9058 www.rhplusny.com

Midtown East — Salon Ishi
70 E. 55th St. (bet. Park and Madison Ave.) | F $67- M $71
212-888-4744

Midtown East — Shige Kosada
141 E. 56th St. (bet. 3rd & Lexington Ave.) | F $80 M $50
212-759-2397

Midtown East — Wave 55
1056 2nd Ave. (bet. 55th & 56th St.) | F $60- M $45-
212-355-7388

Chelsea — Cowlicks Japan
137 W 19th St. (bet. 6th & 7th Ave.) | F $60- M $55
212-807-2123

Chelsea — Hisako Salon
183 7th Ave. (bet. 20th & 21St.) | F $53- M $40
212-989-2233

Chelsea — Hoshi Coope I
259 W. 19th St. (bet. 7th & 8th Ave.) | F $50- M $50
212-255-0770

Chelsea — KIWA Salon
234 W. 27th St. (bet. 7th & 8th Ave.) | F $55 M $55
212-620-3146

Gramercy — Hayato New York
125 E. 23rd St. 2nd Fl. (Park & Lex Ave.) | F $70- M $60
212-673-7373

West Village — Hair Mode
472 6th Ave. (bet. 11th & 12th St.) | F $50 M $50
646-381-8124

West Village — SEI-TOMOKO
142 W. 4th St. (Washington Sq. Pk & 6th Ave.) | F $35- M $35
212-477-5475

West Village — YUI Salon

YUI Salon features the stylists from NY Fashion Week Fall/Winter 2009 Collection and Spring/Summer 2010. Our friendly staff reviews your hair and finishes up in a beautiful style. Cut, color, Japanese straight perm and head spa are always popular.
323 W. 11th St. (Greenwich & Washington) | F $70 M $60-
212-647-1303 www.yui-salon.com

East Village — 009
310 E. 9th St. (bet. 1st & 2nd Ave.) | F $60 M $50
212-477-2020

East Village — Ampersand
242 E. 4th St. (bet. Ave. A & B) | F $60 M $50
212-228-3450

East Village — Dicle
145 Avenue A (bet. 9th & 10th St.) | F $50- M $45-
212-777-5252

East Village — Hair Gate
329 Bowery (bet. 2nd & 3rd St.) | F $50- M $45
212-228-8381

East Village — Hair Mates Downtown
13 3rd Ave. (bet. 7th & St. Marks Pl.) | F $40- M $35-
212-777-4612

East Village — Hoshi Coope II
214 E. 9th St. (bet. 2nd & 3rd Ave.) | F $45- M $40
212-505-0383

East Village — t Salon
160 E. 14th St. (bet. 3rd & 4th Ave.) | F $40- M $35
212-505-0537

LASER HAIR REMOVAL
Underarms
1 sessions for $25
for one-time use only
Bring this ad to receive the promotional price (valid through Sep. 30th, 2010).
EXCY LASER
TEL.212.695.1888
147 W 35TH ST
(BET 7TH AVE & B'WAY)
MON-SAT 10AM-8PM
(SAT CLOSE AT 7PM)
SUN 11AM-6PM
WWW.EXCYLASER.COM

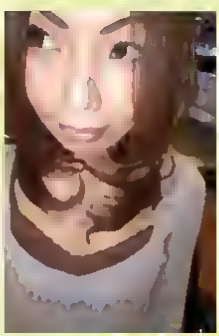
KSS BEAUTY SPA

Mole removal $10 & up
Beautifying Facial $30
Permanent Makeup $180 & up
Microdermabrasion Facial $48
Eyelash Perm .. $38
Eyelash Extension .. $45 & up
KSS BEAUTY SPA
187 Centre St NYC
bet Canal & Hester St
212-966-9531
Men Fri. 10am-3pm
Sat. & Sun. 10am-6pm
By Appt Only

Celebrate the Fall Season with a Brand New Hairstyle

RH Plus Salon

A peaceful sanctuary with large panels of windows **RH Plus Salon** recommends Digital Perm and Brazilian Keratin Treatment as must-try treatments this summer. Their digital perm uses special solutions that minimize damage to the hair and create beautiful curls. It maintains curls even after they dry, so you can spend a day at the beach without worry. For those with damaged, frizzy hair, Brazilian Keratin Treatment smooths out and straightens hair while giving it an extra layer of protection. The possibilities are endless, so why not try a new look that will have you feeling great.



The salon is currently offering Chopsticks NY readers a free Clay Esthe Pack (reg. $30) with digital or Japanese straightening perm treatment. This pack seeps amino acids into the core of hair and makes the hair healthy and beautiful while sustaining perms longer. The promotion ends on Sep. 30th.

RH Plus Salon
805 3rd Ave. 2nd Fl., (bet. 49th & 50th Sts.), New York, NY
TEL: 212 644 8058
www.rhplusny.com
Mon-Fri 10am - 8pm
Sat & Sun 10am - 6:30pm

East Village **K2 Salon**
219 E 10th St (bet. 1st & 2nd Ave.) | F $65 M $50-
212-260-5158

East Village **Lotus Salon on Ave. A**
31 Ave. A (bet. 2nd 3rd St.) | F $70 M $55
212-475-2749

East Village **Pirka Salon**
233 E. 4th St. (bet. Ave. A & B) | F $80 M $50
212-673-6209

East Village **O Hair**
19 Bleecker St. (bet. Mott & Elizabeth St.) | F $34 M $94
212-614-8729

East Village **Redge Salon**
263 E. 10th St. (bet. Ave. A & 1st Ave.) | F $50 M $45-
212 777-3343

East Village **SEI-TOMOKO**
240 E 13th St. (bet. 2nd & 3rd Ave.) | F $35- M $35-
212-533-6613

East Village **SEI-TOMOKO 02**
128 E 4th St. (bet. 1st & 2nd Ave.) | F $35- M $35-
212-473-9320

East Village **Shizen**
527 E 9th St (bet. Ave. B & C) | F $65 M $55
212-777-2129

East Village **Takamichi Hair**
35 Great Jones St. 7th Fl. (Lafayette & Bowery) | F $100- M $95-
212-420-7373

East Village **Uano Salon**
408 E 9th St. (bet. 1st Ave. and Ave. A) | F $60- M $80-
212-505-7773

Lower Mhn **Hoshi Coupe Soha**
193 Prince St. (bet Sullivan St. and 5th Ave.) | F $70- M $60-
212-255-0770

East Village **Ya-C Salon**

The owner stylist Yoshi utilizes funky & edgy styles of Tokyo elegance of Paris and aggressiveness of NY styles and highlights individual customer's persona lity. A combination of Japanese Straight Perm and cut is $300 & up. Student discount available.
225 E. 5th St. (bet. 2nd & 3rd Ave.) | F $75 M $75
212-529-0355 www.ya-csalon.com

Lower Mhn **Lotus Salon North Moore**
34 North Moore St. (bet. Hudson & Wreck St.) | F $100 M $80
212-219-3539

Lower Mhn **Lotus Salon Prince St.**
7 Prince St. (bet. Elizabeth & Bowery St.) | F $90 M $75
212-219-3233

Lower Mhn **Lotus Salon Reade St.**
141 Reade St. (bet. Hudson & Greenwich St.) | F $100 M $70
212-608-7756

Lower Mhn **Salon Musa**

Mosterm nded by the owner and a veteran stylist Toshi Yoshimura Salon Musa has finally opened its door in Soho, New York. This salon offers phenomenal Japanese style cutting techniques as well as color and perm treatments in a relaxing atmosphere.
156 Sullivan St. (bet W. Houston & Prince St.) | F $75- M $60-
646-484-0033 http://salonmusa.com

Lower Mhn **Ueno Salon**
218 Mulberry St. (bet. Prince and Spring St.) | F $65 M $60-
212-343-2233

Long Island **Li Wava**
18 Haven Ave. Port Washington, NY 11050 | F $40 M $30
516-883-8046

Westchester **Akane Salon**
7 E. Hartsdale Ave. Hartsdale, NY 10530 | F $55- M $45-
914-948-0216

Brooklyn **Commune Salon & Gift**

Commune is a hair salon and a gift boutique located in Williamsburg. We provide gentle hair services including quality Japanese treatments and low-chemical purposes. Our boutique section offers a collection of creative jewelry and accessories.
191 Grand St. (bet. Driggs & Bedford Ave.) | F $60 M $50
718-384-7412 www.communesalon.com

Westchester **Hair Studio NAKA**
287 Halstead Ave. Harrison, NY 10528 | F $60- M $50-
914-835-0045

Westchester **Hiro's Hair Salon**
59 Purchase St. Rye, NY 10580 | F $60 M $50
914-921-3939

Westchester **Momotaro**
2 Spencer Pl. 2nd Fl. Scarsdale, NY 10583 | F $60- M $50-
914-472-9897

Westchester **Salon Shin**
731 White Plains Rd. Scarsdale, NY 10583 | F $50- M $45-
914-472-9817

Westchester **Salon Susan**
19 E. Hartsdale Ave. Hartsdale, NY 10530 | F $40 M $30
914-946-7475

New Jersey **Akane Salon**
2024 Center Ave. Fort Lee, NJ 07024 | F $40- M $30-
201-461-3644

New Jersey **Katsuko Salon**
2035 Lemoine Ave. 91F Fort Lee, NJ 07024 | F $60 M $40
201-585-9699

New Jersey **Michi**
585 River Rd. Edgewater, NJ 07020 | F $50- M $40-
201 941-1888

New Jersey **Salon Tomo**
1817 Parker Ave. Fort Lee, NJ 07024 | F $50 M $45
201 346-0501

New Jersey **Tosh Hair Supreme**
1550 Lemoine Ave. Fort Lee, NJ 07024 | F $45- M $40
201 461 5642

SPA

Upper East **Tsunami Day Spa**
208 E. 60th St. 2Fl. (bet 2nd & 3rd Ave.) | $30
212-826-5868

Midtown West **Excy Laser Hair Removal**

We are committed to providing the finest service at the lowest price possible. Our latest equipment Cynosure's Elite Aesthetic Workstation promises you safe and satisfying laser hair removal regardless of your skin color or skin type. Free consultations available.
147 W. 35th St. (bet. Broadway & 7th Ave.) | Upper Lip $50
212-695-1998 www.excylaser.com

Midtown West **Nihon Day Spa**
15 W 44th St 10th Fl (bet 5th & 6th Ave.) | $40
212-575-7682

Midtown West **SHIZUKA new york**
7 W 51st St 8th Fl (bet. 5th & 9th Ave.) | Skincare
212-644-7400

Midtown East **Lavender Laser Cosmetics**
19 E. 41st St. (bet. Madison & 5th Ave.) | Initial $45/hr
212-983-0041

Midtown East **MOONFLOWER SPA**
5 E 41st St 3rd Fl (bet. Madison & 5th Ave.) | $75 /50min
212-683-6728

Korea Town **Aura Wellness Spa**
43 W 33rd St. (bet. Broadway & 5th Ave.) | $70
212 695-9559

Chelsea **Fabylous Living**
145 W. 28th St. 9th Fl. (bet. 6th & 7th Ave.) | Colonic $100
212-273-0558

Chelsea **Mist Beauty**
145 W. 28th St. 9th Fl (bet. 6th & 7th Ave.) | Facial $45 & up
212-643-3447

Chelsea **New York Electrolysis**

Offering comprehensive electrolysis treatment by highly trained Japanese electrologist with 10+ years of experience. Electrolysis is the only proven method of permanent hair removal. Call for free consultation. You have nothing to lose but your unwanted hairs!
19 W. 21st St. #304 (bet. 5th & 6th Ave.) | 15min/ $50-
917 210-4368 www.electrolys sny.com

Chelsea **Suppla Spa**

The romantic spa featured on MTV offers 60min Swedish or Deep Tissue massage with 60min Collagen Facial for $130 ($150 reg). Couple's Massage and our signature Royal Bath Treatment are offered in private room, and mobile spa service is also available.
55 W 19th St. 2nd Fl (bet. 5th & 6th Ave.) | $85/1h
212-929-5948 www.supplespa.com

East Village **TAMAGO Skincare**
236 E. 13th St (bet. 2nd & 3rd Ave.) | $48/h
212-505-1559

Lower Mhn **Cornea Baauty Cantar**
121 Baxter St (bet. Canal & Hester St.) | $45/h
212 941-7118

Lower Mhn **Facial Spa**
170-172 Canal St. #303 (Matt & Elizabeth St.) | Facial $36/45min
212-925-5114

Lower Mhn **KSS Beauty Spa**

KSS Beauty is now offering a cleaning Ear Candle for $25 (reg $45). This 45-min route treatment includes a massage to the face and the neck with highly fragrant aroma oil. It also increases the lymph flow and is effective for reducing headaches and swollen faces.
147 Centre St. (bet. Canal & Hester St.) | Mini Facial $30
212-966-9631

Lower Mhn **NY Chinatown Nutrition Ctr**
9 E. Broadway #301 (at Catherine St.) | Weight Loss
917-822-0310

Lower Mhn **Spring Thyme Wellness**
75 Nassau St. (bet. Fulton & John St.) | $40-
212-385-4973

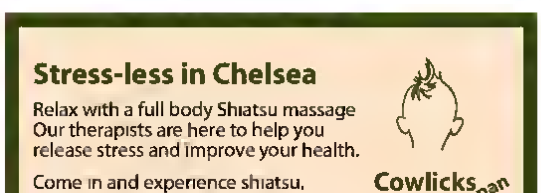
Queens **este de doronko**
119-45 Union Tpk. Forest Hills, NY 11375 | With testing $90-
917-996-4004

Queens **Spa Castle**
131-10 13st St. (at 11th Ave.) | $35-
718-539-6300

Westchester **este de doronko**
21 Lake St. White Plains, NY 10603 | Left up $60-
917-996-4004

New Jersey **King SPA Sauna**
321 Commercial Ave. Palisades Park, NJ | $35
201-647-9955

Head Spa for Men and Women
Keep your pores clean and maintain healthy hair!
Before
After
Try our Cooling Shampoo during Summer
Pores filled more grease and sweat in Summer
YUI SALON
WWW.YUISALON.COM
323 WEST 11TH ST. NYC 10014
(BET GREENWICH & WASHINGTON ST.)
TEL 212 647-9303


Stress-less in Chelsea
Relax with a full body Shiatsu massage
Our therapists are here to help you
release stress and improve your health.
Come in and experience shiatsu.
Hair styling, coloring and perms
services are also available
Cowlicks Japan
Hair and Shiatsu Salon
137 West 19th Street
(between 6th & 7th Avenue)
212 • 367 • 2123
Please visit us at http://cowlicksjapan.com for more information

Health Guide

Indicated prices are recommend treatment price

Coupon available at **www chopsticksny com**

SHIATSU

Upper West — Your Tree Self — $90/h

A highly regarded therapy n Japanese heal ng arts SHIATSU bi ngs tel-el from stress and enhances blood flow n the body See page 63 for en

introductory d scount loi Chopst cks NY readers. APPOINTMENT BY PHONE ONLY

501 Sem nary Row (at Amsterdam Ave) | $75
212-678-4251 http://web me com/yukiotakeuchi/Shiatsu_ | /60 m n

Upper East — Tsunami — $90/h

20E E 60th St 2F (bet 2nd & 3rd Ave) | 212-628-5968

Midtown West — Osaka Health Spa 46 — $100/h

37 W 46th St (bet 5th & 6th Ave) | 212-575-1303

Midtown West — Osaka Health Spa 56 — $120/h

50 W 56th St #2A (bet 5th & 6th Ave) | 212-956-3422

Midtown West — Salon de Tokyo — $70 /60m n

200 W 57th St #1308 (at 7th Ave) | 212 757 2187

Midtown East — Doin Holistic Center

Doin Center offe s authent c Japanese Shiatsu therapy Sh atsu stimulates heal ng energy..detoxifies blood, balances thi immune system and helps restore the body to ts healthiest state With th s ads $30 discount for first shiatsu v sit By appt only

141 E 55th St 2E (bet Lex ngton & 3rd Ave) | $110/ 90m n
212-657-5114 www.do nsuitsu com

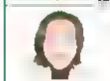
Midtown East — Ease Salon — $40 /25m n

16 E 41st St #28 (het 5th and Mad son Ave) | 212-661-5151

Midtown East — Endo Sentai Shiatsu — $80 /30m n

18 E 41st St 1st Fl (bet. 5th & Madison) | 212-683-0041

Midtown East — IDD HDLISTIC CENTER



Do Hol-st-c Center special-zes in kampo Eastern herbal medicine and prov des treatments for phys cal and psychological problems un que to females (PMS menopause) m gra nes allergy and const pation A 30-m n consultation is $20 (reg $60) for new pat ents

3 E 45th St 8th Fl (bet Madison & 5th Ave) | Herbal Med c ne
212-599-5300 www herbjapan com

Midtown East — Kenkodo Inc — $90 /50m n

211 E 53rd St (bet.2nd & 3rd Ave) | 212-980-0088

Midtown East — Pilai Thai Massage — $100 /50m n

211 E 43rd St (bet. 2nd & 3rd Ave.) | 347-806-4895

Chelsea — Cowlicks Japan — $40/ 30m n

137 W 19th St (het 6th & 7th Ave) | 212-967 2123

Chelsea — OHASHI INSTITUTE — $45-65 /50m n

147 W 25th St 9th Fl (bet 6th & 7th Ave) | 800-810-4190

East Village — Keisy — $45 /60min

225 E 9th St 2nd Fl (bet 2nd & 3rd Ave) | 212/253-9171

Lower Mhn — Health Trail CO. — $40 /60min

23 Fell St 2nd Fl (het Mott & Bowery St.) | 212-609-2212

Lower Mhn — Howard's Beauty Salon — $50/h

34 Howard St 2nd Fl (Broadway & Crosby) | 212 925-8966

ACUPUNCTURE

Upper West — Da Hong — $60 /30mn

4107 Broadway (bet 179th & 177th St.) | 646-239-3322

Upper East — Herbal Fairy Spa — $80 /50min

225 E 86th St #7 (bet 2nd & 3rd Ave) | 212/288-3688

Midtown West — Eileen Chan — $100/h

119 W 57th St, Suite 511 (5th & 7th Ave) | 212-974-2880

Midtown West — Nihon Medical Group — $80-

15 W 44th St 10th Fl (bet 5th & 6th Ave) | 212/575-8310

Midtown West — NY Acapencture & Herb — $100 /vis t

250 W 57th St #1330 (at Broadway) | 212-262 9698

Midtown West — Risako Blonstein — $65/ vis t

130 W 42nd St #511 (bet. 6th Ave & Tlway) | 646-457 3856

Midtown West — Yamaguchi Acapencture

One of the most distinguished anupnnctur st with over 30 years of experience..I censed In NY CA and Japan specializes pa n management sports nju y nfant l ty allergy asthma and digest ve problems Little to no pa n with Japenese techn que

151 W 54th St #21 (bet 5th & 7th Ave) | 212-246 7598 www yamaguchiacnpuncture com | Acupun -cture

Midtown East — 41st Street HealthCare — $90/ 120m n

18 E 41st St (bet 5th & Mad son Ave) | 212/983-0041

Midtown East — Acumed Center — $80/ 60m n

150 E 56th St #1C (bet 3rd & Lexington Ave) | 212-486-8877

Midtown East — Amy Nature Center — $80/ vis t

137 E 47th St. (bet. 3rd & Lexington Ave) | 212-317 2720

Midtown East — Chun Yuan Li — $80/ vis t

141 E. 55th St #3D (bet, Lex & 3rd Ave) | 212/750-8384

Midtown East — Fuji Shimakage LAc

Balance y n and yang energy flow of your body restore vitality and refresh you entire being Synergy of the East and West Combinat on of Acupn ncture and Cran oSac al therapy Headache neck pain PMS HDP menopause anxiety insomnia

18 E 41st St 1st Fl (bet 5th & Madison Ave) | 212-683-0041 www 41stmed com | Acupun -cture

Chelsea — SuHe Natural Health — $30/ v s t

1 Un on Sq W #715, (at E 14th St) | 212/691-9291

Queens — Chin Kei — $60 /45m n

133-47 Sanford Ave #1G Flushing NY 11355 | 718-961 7222

Long Island — Kimura Acapencture — $80/acu $40/ear

516 Lakeville Rd New Hyde Park NY 11040 | 516 775-0778

DOCTOR

Upper East — Dr. Jahan Asfour — Dentist

664 Madison Ave #304 (bet 60th & 61st St.) | 212-421 4485

Upper East — Fay M. Ohsumi MD — Inter nist

117/119 E. 94th St #1B (Lex & Park Ave.) | 212/289-6121

Midtown West — Anshin Medical Health — General Clinic

3R W 44th St #303 (bet 5th & 6th Ave.) | 212/730-8010

Midtown West — Dr. Grace E. Jeon, D.D.S — Dentist

Un vers ty of Michigan alumna, Dr. Jeun specializes in cosmetic dentistry including in-office whitening, Inv sal gn and veneers The best nonrisk of treatment is determ ned after a thorough observation and consultat on provid ng personal care to each patient

45 Rockefeller Plaza #1318 (bet 50th & 51st St) | 212-247 3421 drgracejeon@hotmail com

Midtown West — Luis Fujimoto DDS — Dentist

250 W 57th St #2212 (Bet Bway & 8th Ave) | 212/315-3131

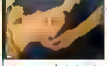
Midtown West — M. Sonoda MD — OBGYN

200 W 57th St #605 (at 7th Ave) | 212 977 4787

Midtown West — Nihon Medical Group — General Clinic

15 W 44th St 10th Fl (5th & 6th Ave) | 212 575-8310

Midtown East — IDD HDLISTIC CENTER



Do Holistic Center offers shiatsu massage—trad tional Japanese acupressure massage that will rel ve you of phys cal pa n and stress 20 min dry sauna and a shower included w th a sh atsu massage Two-for-one weekend special (sauna & shiatsu) is $105.

3 E. 45th St. 8th Fl (bet Madison & 5th Ave) | 212-599-5300 www docente com | $90 /90m n

Midtown East — Kyo Nakamare DDS — Dentist

20 E 49th St #701 (bet Mad son & 5th Ave) | 212-486-1121

Midtown East — Oversea Japanese Clinic — General Clinic

11 E. 47th St. 2nd Fl. (bet. Madison & 5th) | 212-223-3777

Midtown East — Yamagata Dental — Dentist

230 Park Ave #525 (Bet 45th & 46th St) | 212-867 1188

Korea Town — Japanese Medical Practice — General Clinic

55 E 34th St. 2nd Fl (bet. Park & Madison) | 212-889-2119

New Jersey — Edgewater Family Care — General Clinic

725 River Rd #202 Edgewater NJ 07020 | 201-943-4040

New Jersey — Japanese Women's Center — OBGYN

370 Palisade Ave 3rd Fl Teaneck, NJ 07666 | 201-747 2284

New Jersey — New Jersey Clinic — General Clinic

2231 Lemoine Ave Fort Lee NJ 07024 | 201-944-1008

New Jersey — Otsuka Shika — Dentist

1417 Park Ave Fort Lee NJ 07024 | 201-461-0130

New Jersey — Oversea Japanese NJ — General Clinic

47-45 Halstead Ave #101 Harrison, NY 10528 | 914-381-8889

OTHER

Midtown East — Doin Holistic Center

Master Suzuki specializes in diagnosing and rel eving pain by using centur es old techniques shiatsu and se ta These techn ques help align the body ncrease energy flow blood flow mprove circulation and restore the body back to its healthiest state Appt only

141 E. 55th St. 2E (bet. Lexington & 3rd Ave) | 212-697 3114 www.do nsuitsu com | Seiza

Queens — Metro Pharmacy — Pharm -acy

41-11E 30th Avenue Astoria NY 11103 | 718-204-1414

Illinois — Jane Bees — Health Product

1330 St James St Palatine IL 6007 | 800-567-0541

FOCUS ★ CULTURE

DISCOVER THE CULTURAL HERITAGE OF OKINAWA : RYUKYU DANCE

Okinawa, formerly called Ryukyu, is the southernmost territory of Japan and has been a land of mixed cultural influences for centuries. Amongst those influences a myriad of art forms flourished and have now become the trademarks and pride of the area. Most of these arts are referred to as Folk Performing Arts. The Ryukyuan dance represents the crystallization of Okinawan culture. Song and sanshin (three-stringed lute) draw on and speak to literature and music. The colorful costumes both reflect and develop the weavers' and dyers' arts.

Okinawa native, Junko Fisher, a Ryukyuan dancer and performer, has numerous performance experiences since she was a little child. She has carried the dance tradition of her homeland all over the world, and is now based in NY, where she offers lectures, workshops and other educational programs in public forums. She is a member of the famous **Miyagi Ryu Nosho-kai Ryukyu Dance and Music School**. Ms. Fisher believes that dance and history are deeply intricate and takes a particular interest in researching, in depth, the most authentic details about each dance, making sure costumes, accessories and makeup, are faithful to her traditional heritage.

I was lucky enough to have her demonstrate and teach me a few basic steps of the classical Ryukyuan dance, also called Court Dance. The "Rojin Odori (elders' dances)," "Wakashu Odori (young boy's dances)" and "Onna Odori (women's dances)" were performed mainly for the Chinese envoys, while the "Nisai Odori (young man's dances)" were reserved primarily for the entertainment of officials. The dancers were exclusively men from the elite ranks of society. Unlike other Japanese dances, the feet are turned towards the outside and the arms are positioned in an elegant arch very similarly to a Western ballet.

Today, I am slipping in the skins of an Okinawan dancer and my several personalities take turns to embody a senior, a delicate woman or a lively young man! For the Onna Odori the dance starts with a Noh-style walking movement, so subtle you can see the dancer gliding on the stage in a fluid yet controlled movement of the lower body. Most of the songs convey the universal themes of love: impossible, lost, faded.... This dance is an "art of stillness" where movement is minimal and slowly executed to reveal powerful emotions. The face and neck remain still, but the eyes convey the weight of sadness and can even draw the tears of the performer himself. The arm movements are delicate and inspired by Buddhist praying gestures.

On the contrary, the "Nisai Odori" is based on more realistic movements, which contrasts with the stillness of the women's characters. This dance is seen as a ritual for young men and an opportunity to show their livelihood. The postures are inspired by Okinawan karate forms and the pride in youthfulness and strength.

So many dances, so little time... The music stops and I am far from mastering any of the steps... but I feel a little closer to an art form that is usually explored only by natives from the region.

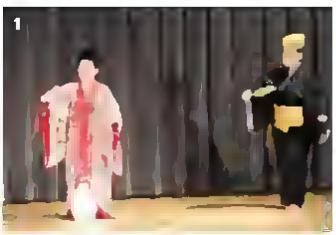
—— Reported by *Ruth Berdah-Canet*

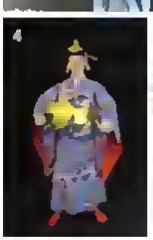
Miyagi Ryu Nosho-kai Ryukyu Dance School

The school offers Okinawan dance and singing classes in both traditional and folk styles. With her 28 years of experience and as a member of the school, Junko Fisher holds lectures and workshops on the dance and music. She also teaches Okinawan dialect and how to play sanshin. Contact her for setting up lessons.
TEL: 718-631-2637
jnnko@jnnkofisher.com

Upcoming Workshop

3 sessions on Saturdays from Sep 25-Oct.9
Three-day intensive dance class for beginners will be taught by Junko Fisher. See details in the Happenings section on page 60
Location: Lotus Music & Dance
109 W. 27th St., 8th Fl.
New York, NY 10001
TEL: 212-627-1076
www.lotusmusicanddance.org





1 "Kagiyadefu" is one of the most formal Okinawan court dances and it celebrates the spirit of longevity and the hopes for an abundant harvest. **2&3** Dexterity, balance and elegance are key skills for the Ryukyuan dancer. **4&5** The vibrant colors of the Yonng boy's is attire symbolizes the coming of age and youthfulness.

School Guide

The following is a list of schools where you can learn Japanese culture.

© Coupon available at www.chopsticksny.com

LANGUAGE

Upper West — Your True Self — Japanese
501 Summery Row (at Amsterdam Ave.)
212-878-4251

Upper East — Hunter College — Japanese
695 Park Ave. (bet. 68th & 69th St.)
212-472-6518

Upper East — Japanese Study Hall NY — Japanese
510 E. 80th St. (bet. 1st & York Ave.)
917-607-2817

Upper East — Musical Kids International — Japanese
1296 Lexington Ave. (at 86th St.)
212-995-5696

Midtown West — Columbia University — Japanese
2960 Broadway (bet. 114th & 115th St.)
212-854-1754

Midtown West — New York Japanese Language School — Japanese

A native Japanese speaker who is also a J-pop magazine writer offers classes in Midtown and downtown. Lessons are available in small groups, private and Skype. You can also take private lessons in Flushing and Mitsuwa Market Place.

257 W. 39th St. 14th Fl. (bet. 7th & 8th Ave.)
646-345-3777 http://my-japanese.com/

Midtown East — Amity Language Institute — Japanese
124 E. 40th St. #203 (bet. Park & Lex. Ave.)
212-697-8374

Midtown East — Hills Learning — Japanese

Hills Learning is the only language school in Chesterfield, NY that offers group classes and private lessons for Japanese as well as Korean, Chinese, Thai, and English. Trial lessons are available with no mandatory material or registration fees.

350 Lexington Ave. 17th Fl. (bet. 41st & 42nd St.)
646-340-4977 www.hillslearning.com

Midtown East — ibec language institute, inc. — Japanese

Basic Level Courses (10 weeks) start from the week of September 13th. The ibec method focuses on developing listening and speaking skills to provide the foundation for holding a basic conversation in Japanese. See webs te for more details.

369 Lexington Ave. # 300 (bet. 40th & 41st St.)
212-867-2000 www.ibec-usa.com

Midtown East — Japan Society — Japanese
333 E. 47th St. (bet. 1st & 2nd Ave.)
212-832-1155

Midtown East — Language House — Japanese
545 Fifth Ave. # 910 (at 45th St.)
212-949-5455

Midtown East — PC Tech — Japanese
317 Madison Ave. #900 (at 42nd St.)
212-808-4754

Midtown East — Rosetta New York — Japanese
216 E. 45th St. 17th Fl. (bet. 2nd & 3rd Ave.)
212-867-4700

Chelsea — ABC Language Exchange — Japanese
146 W. 23th St. #3E (bet. 6th & 7th Ave.)
212-633-7580

Chelsea — Tenri — Japanese
43A W. 13th St. (bet. 5th & 6th Ave.)
212-645-2800

Gramercy — Baruch College — Japanese
55 Lexington Ave. (bet. 24th & 25th St.)
646-312-1000

East Village — NYCNDA — Japanese

Providing members onto the Japanese language and culture to children ages 0-5 years in a fun environment. These activities include play, music, songs, crafts, games and story time. Visit the website for full details and additional programs. Daycare ages 3-5years.

315 E. 5th St. #1H (bet. 1st & 2nd Ave.)
646-334-7426 www.nycnda.com

Lower Mhn — New York University — Japanese
145 4th Ave. (Bet. 13th & 14th Sts.)
212-998-7200

Lower Mhn — Trifecta Language — Japanese
22 Harrison St. (Hudson & Greenwich St.)
212-219-3693

Westchester — Go!NihonGo Language — Japanese
PO Box 33 White Plains, NY 10605
914-255-5291

Westchester — Int'l Lifelong Education — Japanese
61 Montgomery Ave. 2nd Fl. Scarsdale, NY
914-723-7600

Upstate — Cornell University — Japanese
130 Stewart Ave., Ithaca, NY 14850
607 254-4636

Connecticut — Fairfield University — Japanese
1073 N. Benson Rd. Fairfield, CT 06824
203-254-4000

New Jersey — Japanese-American Society of New Jersey — Japanese

Their language program is taught by highly trained instructors who qualified through their special certification program. Group, individual, dual lessons are available on and off the premises as well as via Skype.

304 Main St. 2nd Floor, Fort Lee, NJ 07024
201-461-5133 www.jasonj.com

New Jersey — Kidder University — Japanese
101 Walnut Ln., Princeton, NJ 08540
609-896-5000

TRADITIONAL

Upper West — Ikenobo Ikebana School — Ikebana
30 W. 60th St. 6K (Columbus & Broadway)
212-757-6748

Upper West — Seiko Shodo — Calligraphy

Private shodo lessons by an instructor with 30 years of shodo practice and an 9th dan - the highest shodo degree. Lessons can be arranged on Tue, Thu, Sat and Sun. Monthly Bokuga (ink painting) meetings are also held. Email seikou5102000@gmail.com for more detail.

315 W. 91st St. @ West End Ave.
212-247-2583 www.seikoushoriau.com

Upper West — Sogetsu Ikebana School — Ikebana
201 W. 70th St. (at Amsterdam Ave.)
212-873-8115

Upper East — Urasenke Chanoyu Ctr — Sado
153 E. 65th St. (bet. 3rd & Lexington Ave.)
212-584-0161

Midtown West — Ellin's NY Floral Design — Ikebana
15 W. 44th St. 11th Fl. (bet. 5th & 6th St.)
212-661-3696

Midtown West — N.Y. Togei Kyoshitsu — Pottery

N.Y. Togei Kyoshitsu has been offering Japanese ceramic classes for beginner to advanced students since 1994. We teach traditional arts-tries, aesthetics and functionality of togei. 2.5 hour trial class is $35. Unlimited studio use for open studio members.

6 W. 30th St. 3rd Fl. (bet. Broadway & 5th Ave.)
212 268-1711 www.nytogei.com

Midtown West — NIHONWASOU USA — Kimono
1410 Broadway #2018 (bet. 38th & 39th St.)
212 869-0500

Midtown West — The Nippon Club — Sado
145 W. 57th St. (bet. 6th & 7th Ave.)
212-581-2223

Midtown East — Lotus Books and Gifts — Ikebana
151 E. 57th St. 3rd Fl. (bet. Lex & 3rd Ave.)
212 744-5123

Chelsea — The Dhoshi Institute — Shiatsu
147 W. 25th St. 6th Fl. (5th & 7th Ave.)
800-810-4190

West Village — Koho School of Sumi-E — Calligraphy
64 MacDougal St. (at W. Houston St.)
212-673-5190

Lower Mhn — Ikebana Flowers New York — Ikebana
173 Lafayette St. #207 (Broome & Grand St.)
212-255-3768

Lower Mhn — Kimisan Katadn — Dance
226 Boulevard, Glen Rock, NJ 07452
201-444-0511

Lower Mhn — The Kimono House — Kimono
192 Spring St. (at Thompson St.)
212 505-0232

Queens — Nosho-kai Ryukyu Dance School — Dance

The school offers Okinawan dance and singing classes in both traditional and folk styles. Singing lessons are taught using Sanshin, a traditional

Dance lessons are held at a studio in NYC. Contact Junko Fisher for a free trial lesson.

242-47A Oak Park Dr. Douglaston, NY 11362
718-631-2637 www.Junkofisher.com

Japan — Ikebana International — Ikebana
info@ikebanany.org
212 724-7087

Japan — Ohara School — Ikebana
OharaNYC@aol.com
201-385-0353

MARTIAL ARTS

Upper West — Aikido Up Here — Aikido
3 Henshaw St. (Rivers de Dr. & Dyckman St.)
646-483-6700

Upper West — Kokushi Budo Institute — Judo
332 Riverside Dr. (bet. 105th & 106th St.)
212-866-8777

Upper West — Shorinryu Matsubayashi — Karate
131 W. 72 St. 2fl (bet. Amsterdam & Columbus)
212-875-1128

Upper West — Shotokan Karate-Do NY — Karate
2121 Broadway 4th Fl. (at 74th St.)
212-799-5500

Upper West — UWS Kenshukai Karate — Karate
928 Columbus Ave. (bet. 105th & 106th St.)
917-291-0487

Upper East — Aikido Shoko Dojo — Aikido
350 E. 82nd St. (at 1st Ave.)
646-509-9212

Upper East — Kaizen Karate Dojo — Karate
1786 3rd Ave. (at 99th St.)
212-828-5677

Upper East — Ultimate Karate USA — Karate
1950 3rd Ave. 3rd Fl. (at 107th St.)
212-426-4999

Upper East — WTKD Honbu Dojo — Karate
206 E. 53rd St. (bet. 2nd & 3rd Ave.)
212 207 1907

Midtown West — New York Budokan — Iaido

Iaido is the art of drawing the sword. Stylish swordsmanship at a prestigious school in NY. They practice Muso Shinden Ryu and Ryushin Jigen Ryu under Soke Kunikazu Yaheg of Seiseikan Dojo, Tokyo. Classes every Tue & Thu 7pm-9pm. Free intro classes available.

520 8th Ave. 16th Fl. (bet. 36th & 37th St.)
917-621-1490 www.newyorkbudokan.net

Midtown West — Shinjinbukan Shorin Kyu — Karate

Traditional Okinawan Karate — The Shinjinbukan School was founded by Onaga Yoshimitsu Kaicho in Okinawa, Japan. The New York Branch is a private Dojo offering classes to a selected group of students of all ages. For an appointment, contact Sensei Jimmy Mora.

939 8th Ave. #307 (bet. 55th & 56th St.)
917-400-9183 www.shorinbukan.com

Midtown West — Shinkyokushinkai NY — Karate
260 W. 36th St. 3rd Fl. (bet. 7th & 8th Ave.)
646-235-0253

Midtown East — Kenshikaikan Karate — Karate
YMCA, 224 E. 47 St. (bet. 2nd & 3rd Ave.)
212-756-9600

Midtown East — KYOKUSHIN KARATE NY Branch — Karate

* State of the Art Facility Now Open on Madison Ave
* 3 Tri-State Area Locations: Edgewater, NJ, Westchester NY and Midtown (Manhattan)
* All Ages & Abilities Welcome * KIDS FREE TRIAL CLASS * Creating Champions Since 1953

265 Madison Ave. 5th Fl. (at 39th St.)
212-947-3334 www.kony.net

Midtown East — N.Y. Shorin Ryu Karate — Karate
131 W. 26th St. 3rd Fl. (bet. 6th & 7th Ave.)
212 690-3600

Chelsea — Bond Street Dojo — Aikido
214 W. 29th St. 3rd Fl. (bet. 7th & 8th Ave.)
212-477 0666

Chelsea — Erzanryu Jujitsu Biwakai — Jiu Jitsu
214 W. 29th St. 3rd Fl. (bet. 7th & 8th Ave.)
212 260-0927

Chelsea — Modern Japanese Karate — Karate
158 W. 26th St. 5th Fl. (bet. 6th & 7th Ave.)
212-537-6441

Chelsea — New York Aikikai — Aikido
142 W. 18th St. 2nd Fl. (bet. 6th & 7th Ave.)
212 242-6246

Chelsea — Shin Budo Kai Aikido — Aikido
77 8th Ave. Lower Level (at 14th St.)
212 691-1378

Chelsea — Shorinji Kempo NYC Branch — Karate
151 W. 26 St. 8Fl. (bet. 6th & 7th Ave.)
917 721 8729

Chelsea — Tiger Schulmann's — Mix
39 W. 19th St. (bet. 5th Ave. & Broadway)
212 727 0773

Chelsea — **U.S. Budo Kai-Kee** — Karate
110 W 14th St 2 Fl (bet 6th & 7th Ave.)
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Chelsea — **World Kaarelkai Karate** — Karate
4 W 16th St 3rd Fl (at 16th St.)
212-677-7226

Chelsea — **World Oyama Karate** — Karate
35 W 31st St 6Fl (bet. 5th Ave & Broadway)
212-462-9709

Chelsea — **World Seido Karate** — Karate
51 W 23rd St 2nd Fl (bet 5th & 6th Ave.)
212-924-0511

East Village — **Karate Honma Dojo** — Karate
56 E 11th St. 5th Fl (University Pl. & Broadway)
212-505-9658

East Village — **New York Jiu Jitsu** — Jiu Jitsu
90 Broadway Lower Level (at 32nd St.)
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Lower Mhn — **Kan Zan Institute** — Kendo
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Lower Mhn — **Dishi Judo Club** — Judo

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212-868-8850 www.dishijudo.com

Brooklyn — **Aikida of Park Slope** — Aikido
555 5th Ave. (at 15th St.)
718-788-5532

Brooklyn — **Japan Karate Assoc** — Karate
565 5th Ave. (at 16th St.)
718-768-8345

Queens — **School of Taijutsu** — Mix
475 Onderdonk Ave Ridgewood NY 11385
917 4497035

Long Island — **NY Saa Tea Karate** — Karate
1370A Majors Path, Southampton NY 11968
516-903-1446

Staten Island — **Judo & Jujutsu Dojo** — Judo
3302 Amboy Rd Staten Island, NY 10309
718-619-0150

New Jersey — **KYOKUSHIN KAKATE NJ Branch** — Karate
300 Old River Rd. Edgewater NJ 07020
212-947-3334

New Jersey — **Ridgewood Karate School** — Karate
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New Jersey — **Yoshitsuaa Jujutsu Kai** — Jujutsu & Judo

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212-974-9121

Midtown West — **The School for Strings** — Music
416 W 54th St (bet 9th & 10th Ave.)
212-315-0515

Midtown West — **Toho Shoji N.Y.** — Jewelry Making
940 8th Ave (bet. 56th & 57th Ave.)
212-868-7465

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Brooklyn — **forte>piaao studio** — Piano
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Long Island — **Japanese Cooking Studio** — Cooking
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SENSEI INTERVIEW, VOL.5

"WE THINK IT'S IMPORTANT TO MAKE THEM FEEL LIKE TRYING."

Yuko Ogasawara (NYCNDA, LLC)

What kind of Japanese language program do you offer?

We are a learning center that offers programs like day-care, playgroup, mom & baby group and writing class. We also offer a *hiragana* [one of the Japanese writing systems] class for children who are about four years old and interested in the characters. Even for younger children who are two or three years old we have set up an environment where they can absorb Japanese language naturally by reading picture books and singing songs. In addition, we use puzzles, blocks, and balls as well as more visually attractive picture cards and dolls.

Do you have both Japanese and non-Japanese children in your program?

Yes. Their backgrounds and Japanese skills vary. What we are doing here is leading them to have fun with the language more.

How do you encourage children when they get stuck in the learning process?

Some children feel frustrated when they cannot find the proper words to express what they are thinking. We tell them, "Just try — say anything you want. There's no right or wrong." We think it's important to make them feel like trying.

What is your advice to parents on how to create a good environment for learning Japanese at home?

If they are not Japanese, they might struggle with how to approach this situation. I would suggest at least teaching greeting expressions. If people can use appropriate greetings, they can communicate somehow. I think. Since Japanese people use a variety of expressions and nuances in their greetings, it would be a nice introduction to expanding children's language skills.

NYCNDA, LLC (NYC Let's Play in Japanese)
315 E. 5th St. (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 646-334-7429 / www.nycnda.com

OGASAWARA-SENSEI'S MINI LESSON

"DOUZO"

"Douzo" is an adverb that grants permission in a polite manner as well as adds nuance to a sentence. It is a commonly used word, but it can be used in many different ways. Its meaning changes slightly depending on the sentence and the intonation. "Douzo" is close to "please" in English, but there is no word that corresponds exactly. So exploring this word is interesting.

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info@internationallifelongeducation.org
www.internationallifelongeducation.org

はじめまして
"HAJIMEMASHITE"
[meaning] How do you do?
[usage] It's a basic greeting when you meet someone for the first time and introduce yourself. The phrase usually followed by (your name) + desu" to complete the greeting.

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Japanese Book Ranking (data provided by Kinokuniya Bookstore)

HUMAN DRAMAS LEAD IN PAPERBACKS

HARDCOVER TOP 5 IN JAPAN (8/9-15)

	Book title	Author	Publisher
1.	**Kitson 2010 Autumn/Winter Collection**	*N/A*	Takarajimasha
2.	**Moshi Koukou-yakuu no Joshi Manager ga Drucker no "Management" o Yondara**	*Natsumi Iwasaki*	Diamondosha
3.	**Kujikenaide**	*Toyo Shibata*	Asuka Shinsha
4.	**Korekara "Seigi" no Hanashi o Shiyou**	*Michael J. Sandel*	Hayakawashobo
5.	**Taishibouke Tanita no Shain Shokudou**	*Tanita*	Yamato Shobo

THE MONTHLY PICK

TAISHIBOUKEI TANITA NO SHAIN SHOKUDOU
Tanita is a precision electronic scale manufacturer best known for its body fat/composition monitor. Their canteen serves health conscious dishes without sacrificing the flavor and ultimately contributes to their employees' successful diet. In this book, they reveal how they reduce calories, salt, and fat as well as create nutritiously well-balanced comfort foods. (Rank #5)

PAPERBACK TOP 5 IN JAPAN (8/9-15)

	Book title	Author	Publisher
1.	**Yoake no Machi de**	*Keigo Higashino*	Kadokawa Shoten
2.	**Hankyu Densha**	*Hiro Arikawa*	Gentosha
3.	**Eien no 0**	*Naoki Hyakuta*	Kodansha
4.	**Kokuhaku**	*Kanae Minato*	Futabasha
5.	**Toaru Majutsu no Kinsho Mokuroku 21**	*Kazuma Kamaike*	Ascii Media Works

THE MONTHLY PICK

HANKYU DENSHA
This novel is woven with several small stories happening on Hankyu Densha, a local railroad that takes only 15 minutes each way. It depicts ordinary people's daily lives that are not related but touch for a few minutes while they are on the train. The beginning of love, sign of separation, etc.—each passenger's life story intermingles and creates a bigger, never-ending tale just like the railroad runs forever. (Rank #2)

PICKS FROM KINOKUNIYA NEW YORK (ENGLISH BOOKS)

LEARNING TO BOW by Bruce Feiler
One of the funniest, liveliest and most insightful books ever written about the clash of cultures between Japan and America. With warmth and candor, Bruce Feiler recounts the year he spent as a teacher in a rural town. Beginning with a ritual outdoor bath and culminating in an all-night trek to the top of Mt. Fuji, he teaches his students about America while they teach him everything from how to properly address an envelope to how to date a Japanese girl.

THE WORLD OF THE SHINING PRINCE by Ivan Morris
Few ancient books reflect so well the wellspring of Japanese civilization and culture as does the *Tale of Genji*. In *The World of the Shining Prince*, Ivan Morris makes the court life at the time of the *Tale of Genji* come alive. This classic has become a standard of cultural studies of Japan for over 30 years. In it he portrays the daily life of courtiers, the cult of beauty they espoused and the intricate relations between the men and women of this milieu.

See the movie, read the book!
BOOKS Kinokuniya
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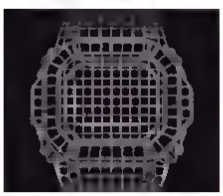
nyinfo@kinokuniya.com / www.kinokuniya.com
ASK ABOUT OUR MANGA/ANIME MEMBERSHIP CARD

MONO-logue

"Mono" means "thing," "object," or "product" in Japanese, but it also implies that the thing has quality. In this corner, we introduce "mono" that characterize Japan's spirit of constantly improving quality.

The latest model available in the U.S., the GX-56, features the largest case design (55.6mm x 53.6mm x 17.5mm) in G-Shock history, nearly two times larger in volume than the classic DW-5600.



A full urethane bezel provides all-directional covering to prevent direct shocks from striking the glass and buttons. Cushioning material provides extra protection for key parts.

The model GA110DR-1A, released earlier this year, was made in collaboration with Dee & Ricky, the New York based fashion design duo. Like the duo's signature Lego®-based designs, all the details pop against the black backdrop.

Vol. 3 - MONO of the month

G-Shock by Casio Computer Co., Ltd.

It was 1983 when the G-Shock stunned the world with its absolute toughness. Designed mainly for sports and outdoor adventures, the wristwatch was born from one developer's dream of "creating a watch that never breaks." Guided by a "Triple 10" development concept, the design team sought a watch with 10-meter free-fall endurance, 10-bar water resistance, and a 10-year battery life. When it was introduced, the G-Shock shattered the notion that a watch is a fragile item that needs to be handled with care.

Its shock-resistant structure was created based on a breakthrough idea that combines advanced technology with meticulous design. The watch's case employs a hollow structure in which the module is "floated" to protect it from shocks. Supported inside the case at just a few points, it is as though the module were floating in air. A protective urethane resin bezel design prevents the buttons and glass from contacting flat surfaces, thus protecting them from shocks when falling at any angle. The crystal oscillator and other important parts inside the module are also individually protected with cushioning material.

The band actually acts as a shock absorber itself, protecting against shocks from behind. It employs strictly controlled combination ratio of urethane resin. Neither too soft nor too hard, the superb specified combination realizes an ideal balance between shock resistance and comfortable wearability.

In addition to its absolute durability, the lightweight and water-resistant G-Shock has numerous useful features: a stopwatch function, a countdown timer, various new sensors, and solar-powered, radio-controlled technology. By employing the latest technology, the G-Shock has evolved constantly and is continuing to transcend conventional watch concepts. Casio has also collaborated with many designers and pop-culture celebrities to create hundreds of limited-edition G-Shocks with custom designs. They are now collectible items with fans worldwide.

The latest model of the G-Shock, the GXW-56, has just been released this August in Japan. It is the largest G-Shock ever. "When the G-Shock was introduced, the current trend for watches was small and compact. However, the large and strong G-Shock was well received in America, meeting the need for a practical wristwatch. Today, large and wild styles are well accepted, so by highlighting 'strength' in this model, we want to emphasize the G-Shock's toughness again," says Nobutaka Ishii, Casio public relations representative. The GXW-56 is not available in the U.S., but its brother model, the GX-56, was released earlier this month (see image at left). It is available at Macy's, Bloomingdale's, Nordstrom, Tourneau, and other fashion boutiques and on the web at www.gshock.com.

Casio Computer Co., Ltd.
Established in 1957 as an electronic calculator manufacturer, Casio Computer Co., Ltd. has continued to introduce innovative consumer electronics. In 1974, it entered the wristwatch market and launched the G-Shock in 1983. Casio is now one of the leading manufacturers of consumer electronics and business equipment solutions in the world. Casio America, Inc. markets calculators, keyboards, digital cameras, business projectors, watches, and other consumer electronic products.
www.casio.co.jp (Japanese only)
www.casiousa.com

NEW GATEWAY TO TOKYO

While the wave of foreign travelers to Tokyo surges, the Japanese capital opens a new gateway within the city: Tokyo International Airport. Known as Haneda Airport, this gateway had been the largest international airport in the country until the current largest international gateway, Narita Airport was built in 1978. After having become a domestic-oriented service airport, Haneda Airport regains some slots for international flights, when the brand-new fourth runway is completed and officially opened on October 21, 2010.

FLY IN, FLY OUT OF THE CITY

This new opening is to expanal Haneda's capacity and function for long-haul international flights during low-traffic hours in early morning and late night. For flights to/from the US, the arrival is at night and departure is first in the morning. And the airport is located actually within Tokyo. A 30-minute train ride to Tokyo's hub train stations enables visitors to start their day the next morning in the city center, and it is also easy to catch morning flights back to the US.

For service to Haneda Airport, three US carriers will serve non-stop flights, not to mention Japan's two carriers, Japan Airlines (JAL) from San Francisco and Honolulu, and All Nippon Airways (ANA) from Los Angeles and Honolulu. American Airlines flies from New York JFK Airport and Los Angeles LAX Airport, Delta Airlines from Detroit, and Hawaiian Airlines from Honolulu.

GET INTO THE CITY

The largest change will be the distance to central Tokyo. Public transportation system from Haneda is as competitive as Narita, but the proximity to the city center is definitely a big advantage.

Train. Tokyo Monorail (http://www.tokyo-monorail.co.jp/english/) runs every 3 to 5 minutes, and the platform is connected by an elevator going down to departure and arrival floors. The monorail's city station is Hamamatsu-cho, one of the stops on Tokyo's main train loop Yamanote Line.

Keikyu Line also runs right into Haneda's new international terminal building. The platform is in the basement of the terminal building, and an elevator takes you to both arrival and departure floors from the station level. Keikyu Line connects the airport to Shinagawa station on the Yamanote Line.

A taxi ride is also available if you have a handful of luggage. Tokyo's several taxi companies are resetting a new flat rate around 6,000 yen (approximately $68) to major destinations in the city center such as Shinjuku and Shibuya, which is 20 to 30% less than the average rate for the same distance.

EASIER CONNECTION TO BEYOND TOKYO

Haneda Airport also expedites connections to domestic flights for those traveling beyond Tokyo. Haneda is Japan's largest domestic aviation hub, and flying into Haneda makes it much easier to connect to domestic flights. Japan's other regional attractions such as gorgeous ski country, Hokkaido and tropical beach destination, Okinawa, become much more accessible through the new service at Haneda Airport.

IN THE AIRPORT

The brand-new terminal is getting into shape for the grand opening on October 21. The new terminal will be more than the terminal to pass through. Structural innovation is everywhere, including the world's first seamless boarding bridges, floor to ceiling glass window that brings in a lot of natural light, and chic yet functional bathrooms. On the rooftop of the 5-story terminal building is the observation deck with a 270 degree panorama of the runways. The 4th floor will be a shopping arcade with the Edo (old Tokyo) cityscape façade, and a unique planetarium cafe, where the magnificent space show of 40 million stars entertains the cafe crowd. The airport will be a small playground for travelers as well as locals.

The new gateway already offers Tokyo's unique cultural melange and urban excitement. With anime character souvenirs, traditional artifacts, sleek design products and a popular Japanese dining experience, Haneda welcomes all visitors right after they touchdown to take-off.

— *Nori Akashi* Public Relations Manager at the New York Office of JNTO

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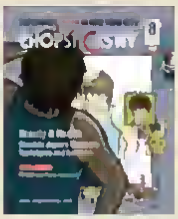

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Tour Start Date:
Sep 13,19, 20, 29, Oct 11, 25, Nov 3 ■Tour start from Tokyo ■Tour start from Osaka

Destination		
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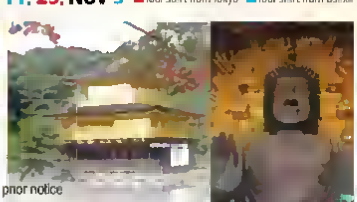

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Tour Start Dates:
Sep 19,20,24, Oct 25, 29, Nov 12 ■Tour start from Tokyo ■Tour start from Osaka

Destination		
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Exhibition

Through September 30
Kimono Fabrics Private Show and Sale
The Kimono House
Kimono specialists, The Kimono House in Soho, are presenting a personal viewing of rare and unique pieces of vintage and antique kimono fabrics such as Chirimen, Meisen, Yuzen and other unique kimono patterns from the 1920's through '50s. This is a great opportunity for artists, designers, quilters, art students and others who are interested in purchasing unique fabrics. You will be able to purchase fabric from $5-$45 at this show. Because it's a private viewing, this sale is by appointment only.
Location: 182 Spring St. (at Thompson St.)
New York, NY 10012
TEL: 212-505-0232

September 9– 25 FREE
Eiji Matsukubo 9029 & Now
NY Coo Gallery
NY Coo Gallery will present Eiji Matsukubo's 9029 & Now: the artist's first solo exhibition in NY. Eiji Matsukubo, an artist originally from the Kumamoto Prefecture of Japan, portrays his 25 years in the East Village in NY with twenty paintings as well as several computer-graphic paintings. Opening Reception will be held Sep. 19 from 5 – 7:30pm.
Location: 1133 Broadway, Suite 335 (at 26th St.)
New York, NY 10010
TEL: 212-380-1149 / www.nycoo.com

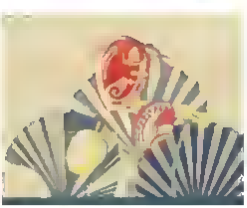
September 9, 2010 – January 2, 2011
Yoshitomo Nara: Nobody's Fool
Asia Society
Asia Society will present a major retrospective of Japanese artist Yoshitomo Nara. The exhibition assembles 20 years worth of paintings, sculptures, drawings, and large scale installations that map the evolution of one of the most influential and internationally renowned NeoPop artists working today. *Nobody's Fool* draws connections between the artist's work and the sensibilities of youth subcultures worldwide, focusing on themes of alienation and rebellion, particularly in relation to rock and punk music, the inspiration and subject of many of Nara's works. Asia Society's exhibition includes more than 100 works from Nara's early period to recent years. Many of these have never been exhibited in the United States.
Location: Asia Society
725 Park Ave., (at 70th St.), New York, NY 10021
TEL: 212-288-6400 / info@asiasociety.org

September 11-13
Mike Weber: Sculpture and Vessel
Sara Japanese Pottery
Sara Japanese Pottery is presenting Mike Weber's Sculpture and Vessel show, which will exhibit Mike Weber's recent works of sculptures, vessels, and tea ware. Weber has been wood-firing for over 30 years at his studio in the forest of northern Wisconsin and has exhibited his work throughout the United States, Europe and Japan. The artist's reception will be held on Sep. 11 featuring a Sake Tasting presented by Asahi Shuzo and their DASSAI sake.
Location: 950 Lexington Ave., (bet. 69th & 70th Sts.)
New York, NY 10021
TEL: 212-772-3243 / www.soranyc.com

September 24-30 FREE
Kayoko Soga Solo Exhibition "Daily Happening"
Excy Gallery

Kayoko Soga is one of the most promising young Japanese illustrator. Born in 1987, she has already received numerous awards in Japan. In this solo exhibition, Soga will bring black & white illustration works that depict findings in her every day life.
Location: 147 W. 35th St. (bet. Broadway & 7th Ave.)
New York, NY 10001
TEL: 212 695 1888 / www.excygallery.com

September 25 - October 9 FREE
Woodblock Print Exhibition by Koichiro Yoshimura
Makori
Japanese antique shop Makan is presenting a woodblock print exhibition by Koichiro Yoshimura. The artist studied at Tokyo University of the Arts and subsequently worked as a textile designer. In this series, Koichiro Yoshimura's beautiful art deco style geometric patterns and fantasy images make references to Paul Klee and his colorful abstractions. Yoshimura's work encompasses the spirit of modernism.
Location: 97 3rd Ave., (bet. 13th &12th Sts.)
New York, NY 10003
TEL: 212 995-5888 / www.theMakan.com



Performance

August 29
Birthday "Arigato" Concert

Tsubaaa & Her Wings

Japanese pianist, Tsubasa Matsuda, will play at Le Poisson Rouge as Tsubasa & Her Wings. Her performance repertoire goes beyond jazz, opera and musical, and she also composes for film and dance performance. She is known as a member of pop duo band "Love etc" and punk rock band "Uzuhi". This is her first live performance in New York City as "Tsubasa". Performance starts at 7:30pm

Location. Le Poisson Rouge
158 Bleecker St., (bet. Sullivan & Thompson Sts.)
New York, NY 10012
Info. www.myspace.com/tsubasathewing
http://lepoissonrouge.com/
piopiano0326@hotmail.com

September 4

Live Salsa Performance By Yoko, La Japonesa Salsera

Nations United

The Annual New York International Salsa Congress Dance & Music Festival is a multi-day celebration of Latin dance and music, and will celebrate its 10th Anniversary at The New York Hilton Hotel this Labor Day weekend. This year's festival promises to be the best and largest ever with instructional dance workshops, performance showcases, a live concert series and a special dance performance by Yoko, La Japonesa Salsera, on Sept. 4. She is the first female solo artist to perform live at the International Salsa Congress. Come join other salsa lovers for this multicultural music and dance extravaganza!

Location. 1335 Ave. of the Americas, New York, NY 10019
TEL. 212-586-7949
Info. www.yokosalsa.com

September 10

Acoustic Candle Night in the Garden Café featuring K & Neo

The Kitano New York

The vocal and guitar duo, K & Neo, will perform in the dinner show "Acoustic Candle Night in the Garden Cafe" presented by The Kitano New York. K, a.k.a Kay Matsukawa is a prominent Japanese vocalist/songwriter, with an over 20 year career, and Neo is also an established guitarist/songwriter whose repertoire crosses over the genres from classic to rock to jazz. They have played together since 1999. In addition to doing solo performances. They were selected to open for Kitano New York's first dinner show, combining their borderless sound with Kitano's exquisite flavors. The fee is $100 and includes a prix fixe 3 course dinner. The show starts at 6:30pm. Reservations are required. Call or email for purchasing tickets

Location. 66 Park Ave., (at 38th St.), New York, NY 10016
TEL. 212 885 7072 / rsvp@kitano.com

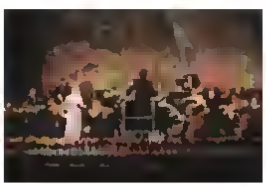
September 11

"New World" Symphony at 9/11 Memorial Concert

Kazenowa (Circle Wind) Concert

To commemorate those who lost their lives on 9/11, including victims from over 90 countries and 24 victims from Japan, the third annual 9/11 Circle Wind Memorial Concert will be held at the New York Society for Ethical culture concert Hall on Sep. 11. Dvorak's "New World" Symphony (Symphony No.9) will be performed by the dynamic maestro, Gregory Singer and his Manhattan Symphonic Orchestra this year. A highlight of the concert will be the performance of a song written and composed by two fathers of 9/11 victims that will be sung for the first time by Cocolo Gospel Choir and the Men's Glee Club of New York. Doors open 6:30pm, and tickets($10) are available at www.SQMUS.com

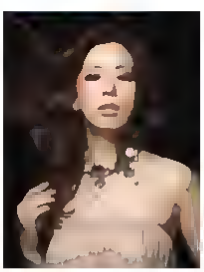
Location. 2 W. 64th St. (at Central Park West)
New York, NY 10023
TEL. 973-470-0010 / www.sqmus.com



September 19 **FREE**

Toko Furuuchi CD Signing and Performance

Kinokuniya Bookstore



Japanese pop star Toko Furuuchi has been a forerunner of the music scene for over 15 years. Also she has been continuously working with other top artists in Japan both as a singer and songwriter, including collaborations with KREVA and CHEMISTRY. Toko will be doing a special CD signing for her latest album, PURPLE along with a short performance on Sept. 19 starting at 3pm

Location: 1073 Ave. of the Americas (bet. 40th & 41st Sts.)
New York, NY 10018
TEL. 212-869-4700
www.kinokuniya.com / www.tokofuruuchi.net

September 21

PURPLE in NY Live—Toko Furuuchi

Joe's Pub

Following her appearance in Kinokuniya Bookstore on Sep. 19, Japanese pop star Toko Furuuchi will give a live performance at Joe's Pub. "PURPLE in NY" highlights numbers from her latest album PURPLE, featuring colorful and groovy love songs, illustrating the sad, painful, but beautiful feelings within one's heart. "PURPLE in NY" is her only full length live performance in the U.S. this year. The show starts at 7:30pm. Tickets ($20 per person) are available for purchase at www.joespub.com

Location. 425 Lafayette St. (bet. 4th St. & Astor Pl.)
New York, NY 10003
TEL. 212-539-8778
www.joespub.com / www.tokofuruuchi.net

September 28

ERIKA Jazz Live

Miles' Cafe

Japanese Jazz singer ERIKA will perform at Miles' Cafe with Freddie Bryant (guitar), Essiet Essiet (bass), Willard Dyson (drums). She will sing standard jazz numbers, Brazilian sounds, and her original tunes in English, Portuguese, and Japanese. They will perform two sets from 7:30-9:15pm. $10 music cover with $10 minimum drink order.

Location. Miles' Cafe
212 E. 52nd St., 3Fl., (bet. 2nd & 3rd Aves.)
http://erikajazz.com/

October 8-10

Reni at New York Anime Festival

Aspire Communications

Japanese Cosplay Singer, Reni, who is famous for her Akiba-kei (Akihabara-style) dancing and singing, will perform at the NY Anime Festival at the Jacob Javits Center. She dances and sings at a booth as well as on stage. At the booth you also can purchase her CD, photo collections and original Reni goods such as a T-shirt, mug, key chain, etcetra. Meet her at their booth at the event. If you are looking for a performer for your private or corporate party, Reni will come to perform for you. Email info@renireni.com for inquiry

Location. Jacob K. Javits Center
655 W. 34th St., (at 10th Ave.), New York, NY 10001
TEL. 212-216-2000
Info. www.nyanimefestival.com
www.renireni.com

Lecture/Forum/ Film/Festival

August 31

North American Premier of A Good Husband—Nippon Eiga Series #24

ANA (All Nippon Airways)

As part of Nippon Eiga Series, ANA presents the U.S. Premiere of *A Good Husband*, a drama about a husband and wife in mid-life crisis. Based on Mayumi Nakatani's popular play, the film deals with the shakey relationship of an unfaithful husband and a loving wife. Acclaimed Japanese film director, Isao Yukisada, helms the veteran actors, Etsushi Toyokawa as the husband and Hiroko Yakushimaru as the wife. ANA invites Chopsticks NY readers to this screening held on Aug. 31 from 4pm and 7pm. 10 pairs of tickets (20 tickets) will be offered. Enter via www.newyork-tokyo.com/wp/husband and specify "Chopsticks NY" on the entry form. Enter by Aug. 29, midnight. The winners will be informed by Aug. 30.

Location: Big Cinemas Manhattan (Former ImaginAsian)
239 E. 59th St (bet. 2nd & 3rd Aves.)
New York, NY 10022
Entry: www.newyork-tokyo.com/wp/husband

September 11

Special Introductory Class of Samurai Sword Fighting

MIE, Inc., JETanNY

MIE, Inc. in conjunction with JETaaNY will present a special introductory class of Samurai Sword Fighting for beginners, led by Japanese actor/TV show host/samurai performer, Yoshi Amao. The participants will learn very basic sword techniques such as breathing, walking, gripping, swinging, stances, forms, and KAKARI KEIKO (an actual fighting style.) Class fees are $20. To reserve your spot, contact JETaaNY@mieinc.net by Sep. 9.

Location: 440 Studios 4A
440 Lafayette St., (bet. Astor Pl. & 4th St.)
New York, NY 10003
JETaaNY@mieinc.net
Info: http://jetaany.org/2010/08/05/samurai-sword-fighting-class/

September 25, October 2, and 9

Okinawan Court Dance Workshop

Miyagi-Ryu Nosho-Kai School

Junko Fisher, a native Okinawan-born Japanese traditional dancer (of the Miyagi-Ryu Nosho-Kai School), is offering a three-day intensive dance class for beginners. In the first class, participants will learn basic body stances and movements for the man's role of Ryukyuan court dancing. In the second class, participants will learn basic hand and body movements for the female role of court dancing. And finally in the third class, students will learn how to wear traditional Okinawan costumes, along with a review of the previous two classes. Participants can join any single class or participate in all three. Call for registration and fee information.

Location: Lotus Music and Dance Studio
109 W. 27th St., 8th Fl., (bet. 6th & 7th Aves.)
New York, NY 10001
TEL. 212-627-1076 / www.junkofisher.com

October 8-10

The New York Anime Festival

ReedPOP Exhibitions are presenting this year's New York Anime Festival and New York Comic Con, at the Jacob K. Javits Center in Midtown Manhattan. Starting Oct. 8-10, The New York Anime Festival will showcase the best of what anime pop culture has to offer with the latest in Japanese anime, manga, and music, as well as anime influenced comics, animation, and films from around the globe. The festival will also feature exclusive film screenings, a gala cosplay masquerade, and sessions with the some of the biggest guests in J-pop culture including pop music duo Puffy AmiYumi! Don't miss out on the chance to experience the latest in Japanese pop culture this October.

Location: 655 W. 34th St., (at 11th Ave.)
New York, NY 10001
TEL. 212-216-2000 / www.newyorkanimefestival.com

Event

September 3-25

Traditional Japanese Work Apron MAEKAKE event

Kinokuniya Bookstore

Learn about and appreciate the Japanese craft of producing and wearing the traditional work apron or 'Maekake' at Kinokuniya. Twenty kinds of Maekake will be on display in the 1st floor gallery along with the history and background on the craft of making Maekake from Sep. 3-25, and two presentation/demonstration events will be held on Sep. 4-5 from 2pm-5pm. Learn the background and history of the Japanese work apron and witness a live demonstration showing how the insignia is applied onto the apron. This is also your chance to get your own personalized work apron: great as a gift or for yourself to display or wear during work on your own hobby, craft or avocation.

Location: 1073 Ave. of the Americas, (bet. 40th & 41st Sts.)
New York, NY 10018
TEL. 212-869-1700 / www.kinokuniya.com

September 10 FREE

Sake Tasting Event: Try Fresh Flavors from Nishiyama Brewery

Beekman Liquors, Inc.

Beekman Liquors, in Midtown, will present a free sake tasting event, featuring Nishiyama Shuzojo's Kotsuzumi "Rojo Hana An" (junmai daiginjo sake) Kotsuzumi (tokubetsu junmai) and Kotsuzumi Yuzu (yuzu citrus infused sparkling sake). Both are new to the U.S. market, especially the latter which just arrived in September. (See more details in the article on page 5) Come to the store from 4-7pm and enjoy the fresh flavor from the microbrewery in Hyogo Prefecture.Call store for details.

Location: 500 Lexington Ave., (bet. 47th & 48th Sts.)
New York, NY 10017
TEL. 212-759-5857 / www.beekmanliquors.com

September 18

International Karate Competition – Free Tickets Present for Lucky Chopsticks NY Readers

Kyokushin Karate

International Karate Organization (IKO), Kyokushinkaikan, will present The 2010 All American Open International Karate Championships at the Hunter College Sportsplex. Featuring some of the best competitors in the world including National, International and World Champions as well as the top male & female fighters from around the globe. Come join thousands of other fans to find out who will be the next All American Karate Champion. Call for tickets at Kyokushin Karate. $25.55 ($30

65 at the door). Group Ticketing is available. Five lucky Chopsticks NY readers will receive a free pair of tickets to the event. To enter, email yuiwasaki@trendpot.com by Sep. 9. The winners will receive tickets by snail mail.

Location: Hunter College
68th St. & Lexington Ave., New York, NY 10021
TEL: 212-947-3334 / www.kkny.net

September 23

Sake-Tasting Event and Free Ticket Giveaway for Chopsticks NY Readers

The Joy of Sake

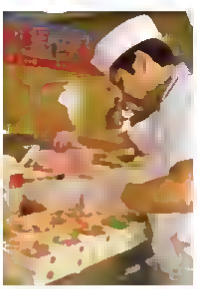
The Joy of Sake is the largest sake tasting event outside Japan, and has been held annually since 2001. This year's event will feature 329 sakes (164 sakes among them are currently unavailable in the U.S.) for tasting, along with appetizers presented by 12 of New York's finest restaurants. Chopsticks NY will be giving away two tickets (Reg. $90 each) to two lucky Chopsticks NY Readers. To participate, please send your name and e-mail address to info@chopsticksny.com. Don't miss out on this once-a-year event featuring the world's finest sakes and the best in traditional and contemporary Asian cuisine.

Location: 82 Mercer St., (bet. Broome & Spring Sts.)
New York, NY 10012
Info: www.joyofsake.com

September 23-26

Hokkaido Fair

Mitsuwa Marketplace



Mitsuwa Marketplace will be holding a large-scale Hokkaido Fair. At the special event section, they will present products from this northern island, and craftspeople from the region will also be on hand to share their products. Among the offerings will be Koku Miso Ramen from Shingen Ramen, Yubari Melon Pan from Paokan, Curry Pan and Scallop Stew Pan from Pullman Bakery, Kani bento boxes and rolls from Kanikosen and Ice Cream from Arles. Freshly cooked cream puff and croquette will be served. Since product supplies are limited, it is recommended to arrive as early as possible. Use the Mitsuwa Shuttle, which runs from Port Authority every hour on weekdays and every 30 minutes on weekends.

Location: 595 River Rd., Edgewater, NJ 07020
TEL: 201-941-9113
www.mitsuwa.com/english

September 25

Japanese Food & Restaurant Show

NY Mutual Trading

NY Mutual Trading is announcing their 17th Annual Japanese Food & Restaurant Show! With the slogan, "Innovative Japanese Cuisine: Delicious Cuisine with a Healthy Impact", this year's event will feature new products, recipes, menus, and special events including a knife etching and conditioning service by popular knife master, Tsukiji Masamoto. There will also be a dishware and special equipment showcase as well as premium sake tasting from breweries from all over Japan. This event is open to retailers, restaurants, and food service professionals only. Free admission when registering on their website.

Location: Metropolitan Pavilion
125 W. 18th St. (bet. 6th and 7th Aves.), New York, NY 10011
TEL: 201-933-9555 / www.nymtc.com

October 9

Sake Expo & Food Show 2010

JFC International

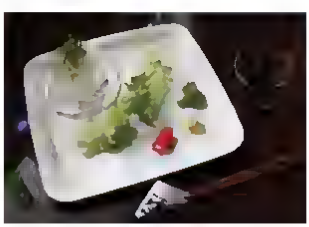
JFC International, major wholesaler and distributor of the finest products from Japan's leading manufacturers, is presenting the Sake Expo & Food Show 2010 at the New Yorker Hotel. The Sake Expo & Food Show will feature newly arrived items from Japan, sake serving demonstrations and presentations from brewers, and a food presentation of JFC's most recommended items. Please note that this is a business-to-business event and is open to restaurant and retail operators only. Participants must be 21 and over to attend this event.

Location: The New Yorker Hotel
481 8th Ave., (at 34th St.), New York, NY 10001
TEL: 718-456-8805
www.sakeexpert.com

Happenings

Introducing Summer Delicacy and Complimentary Appetizer for Chopsticks NY Readers

Ichie Restsurant



A Japanese restaurant hideout near Central Park West, Ichie Restaurant, is now serving the Japanese summer delicacy, *Yamaimo Somen* for $7. The thinly sliced yamaimo (Japanese yam) highlights a unique feel and brittle texture. You can enjoy this menu until Sep. 19. Also, they are offering a "daily special appetizer" recommended by the owner/chef for Chopsticks NY readers who dine in the restaurant. This offer ends on Sep. 30.

Location: 53 W. 106th St., (bet. Manhattan & Columbus Aves.)
New York, NY 10025
TEL: 212-865-4888

Trial Pottery Class Discount for Chopsticks NY Readers

N.Y. Togei Kyoshitsu

Situated in the convenient location near Empire State Building, N.Y. Togei Kyoshitsu offers pottery classes using traditional artistries that are still used in studios across Japan. During the month of September, they are providing a two-and-a-half hour trial class for beginners. You'll be introduced to the Japanese pottery technique and you can make a hand-built cup and plate. They glaze your work for you and you can pick it up later. The fee is $35, and if you'd like to try glazing you can for an additional $10. Chopsticks NY readers will receive a $5 discount for this trial.

Location: 5 W. 30th St. (bet. 5th Ave. & B'way), New York, NY 10001
TEL: 212-268-1711
http://nytogei.com/

Eat Healthy Dish and Get Free Beauty Products

Hakubai Restaurant & Cosme Proud USA, Inc.

In conjunction with an anti-aging cosmetic wholesaler, Cosme Proud USA, Inc., Hakubai Restaurant at The Kitano New York Hotel, will present a health and beauty campaign from Sep. 7 to Oct. 3. They will offer Cosme Proud's sample set to the first 300 customers who order either Kenbi-zen courses ($39 for lunch and $55 for dinner), low-calorie meals with a lot of health benefits, or Ladies-zen Set. The sample set includes five of Cosme Proud's best selling items: Gold Revitalizer, Gold Aqua Cleansing Form, Gold Amber Rich Lotion, Platinum Deep Treatment, and Gold Revitanch Emulsion.

Location: 66 Park Ave., 81 Fl., (at 38th St.)
New York, NY 10016
TEL: 212-885-7111 / www.kitano.com

Get 10% Off Coupon at Lingerie Store by Referring to Your Friends

Gipple

In the month of September, customized lingerie store

Rpplu, is holding a campaign, offering a 10% off coupon to those who bring a first time customer in to shop. Your friend will also receive a coupon. You can use it right away or hold it until Dec. 31. There is no limit for the number of friends you can refer. If you are a first time customer yourself, you'll get 10% off when bringing in the article. (Excluding sales items)

Location: 66 Madison Ave., (bet. 27th & 28th Sts.)
New York, NY 10016
TEL. 212-599-2223 / www.rpplu.com

Free Hair Treatment for Chopsticks NY Readers

Yo-C Salon

As summer is ending, people need to repair their hair damaged by the sun, and at the same time. It is the season for refreshing your hairstyle for autumn. In the month of September, Yo-C Salon in the East Village is offering a free hair treatment (Reg. $35) for Chopsticks NY readers who order hair color & cut or perm & cut. Get ready for the new season with a new style.

Location: 225 E. 5th St., (bet. 2nd St. & Bowery)
New York, NY 10003
TEL. 212-529-0355
www.yo-csalon.com / info@yo-csalon.com

Free 45min. Consultation and Mini-lesson for New Students

Language House

Japanese language school in Midtown, Language House now celebrates its seventh anniversary of establishment. Starting Sep. 15, they will offer various three month language classes. Adult classes are divided into 12 levels, which include conversation and grammar class, advanced business Japanese class, and advanced literature class. They will also have 10 week courses to prepare for the Japanese Language Proficiency Test, Level N2 – N5. They are now offering the first 10 new students who read Chopsticks NY a complimentary 45min. consultation and mini-lesson. Don't forget to mention you are Chopsticks NY readers to enjoy this offer.

Location: 545 Fifth Ave., Suite 910, (at 45th St.)
New York, NY 10017
TEL. 212-949-5455 / www.languagehouse-nyc.com

Free Original Eco-Bag with Any Purchase

Bit'z Kids

A Tokyo fashion infused baby and children clothing store, Bit'z Kids opened their second location in Tribeca this past June, and they are now catering high quality fashion at affordable prices to the chic neighborhood. Currently, they are offering all Chopsticks NY readers, who make a purchase, a free original eco-bag. Made of nylon with zipped pocket outside, it can be used as a stylish bag for kids and a convenient bento bag for parents. To enjoy this offer, bring the magazine or just mention Chopsticks NY when checking out. Autumn lines are now available.

Location: 275 Greenwich St., (bet. Murray & Warren Sts.)
New York, NY 10007
TEL. 212-571-0803 / www.bitzkidsnyc.com

Introducing New Style Barbecue "Yaki Shabu"

Red & Black

The new Japanese barbecue restaurant in Midtown, Red & Black is serving a unique style of barbecue, "Yaki Shabu". It is a grilling version of "shabu shabu" (super thinly sliced beef dipped in a hot pot). It's not cooked in a hot pot but on a sizzling pan, resulting in meat that is extremely tender and juicier than any you've ever eaten before. Celebrating this opening, they're offering one scoop of ice cream for Chopsticks NY readers for free during lunchtime from 12pm-2:30pm Monday through Friday. Mention Chopsticks NY to enjoy this offer. The offer ends on Sep. 30.

Location.
250 E. 52nd St. (bet. 2nd & 3rd Aves.), New York, NY 10022
TEL. 212-826-4255

"Tamagotchi School" on Sale

Book Off

"Tamagotchi School," school model of the popular handheld digital pet, is now on the storefront of Book Off. Unlike the original Tamagotchi, which require caring and nurturing, the school version allows you to be a teacher and to lead Tamagotchi students. The goal is to be the best class of the school. It comes in pink, white, blue and green yellow and costs $4. It will be the last sale in Book Off, so don't miss this chance. Also, since it uses simple Japanese language, it is a good sub material for people who are studying Japanese.

Location: 49 W. 45th St., (bet 5th & 6th Aves.)
New York, NY 10036
TEL. 212-685-1410 / www.bookoffusa.com

Complimentary Glass of Wine for Chopsticks NY Readers

Reserve

Thai-Inspired wine and tapas bar, Reserve, located in the Kips Bay neighborhood, is offering a complimentary first glass of wine for Chopsticks NY Readers. Present the ad on page 30 to receive a glass of fine wine from their huge selection. Minimum purchase is $12. Offer expires Oct. 1.

Located: 407 3rd Ave., (bet. 28th & 29th Sts.), New York, NY 10016
TEL. 212-679-7772

Free Vegetable & Fruits Detergent with a Purchase of Water Purifier

JuneBees

Quality health & beauty product provider, JuneBees, is now offering free EarthWash JB10, a detergent for vegetables and fruits, to those who purchase an Aqua JB, water purifier from Japan. EarthWash can remove 99.9% of bacteria like O-157 and salmonella as well as agricultural chemicals while its unsaturated fatty acid and vitamin E keep food fresh. Aqua JB uses an innovative, high quality filter with multiple types of carbons to remove toxins effectively. Drink clean water and non-contaminated vegetables and fruits to get an absolutely healthy body. To redeem this offer, enter the code CS-AQUAJB when you place an order. Shipping & handling is also free for domestic shipment.

Info: www.junebees.com
TEL. 847-380-1468

$30 Discount on New Shiatsu Service for Chopsticks NY Readers

Doin Center

Doin Center, specializing in the Japanese traditional treatment called "Seitai," is expanding their treatment menu by introducing shiatsu. Shiatsu massage helps your energy flow and blood circulation and ultimately enhances your self-healing system. To promote this service, they're offering a $30 discount shiatsu treatment (Reg. $110) for first time customers until the end of September. By appointment only. Mention Chopsticks NY when redeeming the offer.

Location: 141 E. 55th St., #2E, (bet. 3rd & Lexington Aves.)
New York, NY 10022
TEL. 212-697-9174 / www.doinseitai.com

Customizing Your Tenugui (Japanese Cotton Towel)

wuhao newyork, Inc

Online tenugui shop wuhao newyork, Inc. is now taking orders for customizing your own tenugui. Tenugui design on their website can be dyed with your favorite colors and some text such as your name, dates, logos, and messages. They take order from 100 pieces. If you're thinking about wedding gifts, company novelty or party goodies, tenugui will show your originality.

Info: www.wuhaonyc.com

Happy Hour Announcement

Yum Yum Bangkok & Yum Yum Too

Yum Yum Bangkok and Yum Yum Too located in Midtown West, specialize in western and eastern developed palates with ingredients found in both Thailand and the United States that won't kill your wallet. Now they are announcing their Happy Hour from 12pm to 6:30 pm. Beer is $3, cocktails are $5 and they also have a Late Night Happy Hour from 10 pm to Midnight! Summer Hours, weekdays open until Midnight.

Location: Yum Yum Bangkok
650 9th Ave., (bet. 45th & 46th St.), New York, NY 10036
TEL. 212-262-7244
Yum Yum Too

662 9th Ave. (at 46th St.), New York, NY 10036
TEL. 212-247-2228

Ten-Chi Chn: Jnpanese Cnffeine Free Detox Tea in Ready-tn-Drink Pnchnge

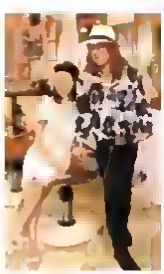
Eco Vitn

Health product company, Eco Vita is introducing a traditional Japanese herbal detox tea, in its original, unsweetened form to U.S customers. Ten-Chi Cha is a tea supplement containing a blend of 12 herbs used by the Japanese for centuries to purify the mind and body. It's now available in a ready to drink package and contains zero caffeine, zero sugar, and zero calories without sacrificing any taste! You can find Ten-Chi Cha at grocery stores such as Dainobu, Jas Mart, Katagiri Market, and Silo Café or order online.

Info. www.tenchicha.com / TEL. 877-347-6534

Free Deep tonic Conditioning and 20% Dincnnnt for Chopsticks NY Renders

Giovnnni-Sacchi Hnir Snlnn



Giovanni Sacchi Hair Salon, a '40s and '50s style retro salon located on the Upper East Side is offering a brand new deep tonic conditioning treatment free with all color & highlights, as well as a 20% discount off of all services for Chopsticks NY readers, which also includes Brazilian & Japanese straightening. So if you haven't tried these services at Giovanni Sacchi, now is your chance! Be sure to mention Chopsticks NY when you make an appointment.

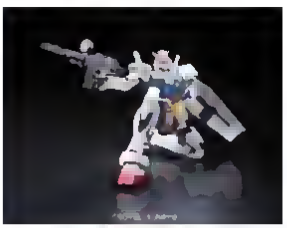
Location: 1365 Lexington Ave., (bet. 90th & 91st Sts.)
New York, NY 10128
TEL. 212-360-6557 / www.giovannisacchi.com

Brand New Gnndnm REAL GRADE 1/144 nn Sale!

Gnndnm Pinnet

Online shop specializing Mobile Suit Gundam items is now introducing the brand new REAL GRADE 1/144 scale model line to America in August. The REAL GRADE line has the same advanced internal skeleton of the MASTER GRADE line but comes in a smaller 1/144 scale version. RG RX-78-2 GUNDAM (seen below) is the most popular model which has sold approximately 80,000 pieces in Japan since its release on July 24. GundamPlanet.com is now offering a special price of $26.95 (Reg. $33) for this promotion.

Info: www.gundamplanet.com



Free Shiatsu Mnssnge

Cowlicks Jnpnn

Shiatsu therapy is a traditional and unique, hands on therapy originating in Japan, which stimulates the body's ability to heal itself. The new Japanese hair salon in Chelsea, Cowlicks Japan is now offering free 30-minute shiatsu sessions starting from Sep. 10-15. Availability is limited due to the physical demands on the therapists, and all sessions will be made on a first come-first served basis. Please call for availability and to schedule an appointment. Limit one session per customer by appointment only.

Location: 137 W. 19th St., (bet. 6th & 7th Aves.)
New York, NY 10011
TEL. 212 367-0123

$5 Discount Off Trial Classes for Chopsticks NY Readers

NYCNDA, LLC (NYC Let's Play in Jnpnnese)

New York's Japanese learning center for tots, NYCNDA, is starting up a few Japanese cultural and language classes during the month of September. Their Mommy & Me classes, from Sept. 12 – Oct. 29, encourages Japanese cultural learning with songs and games for mothers and their babies 0-12 months, (first time trial is $10). From Sept. 10 – Nov. 12 Hiragana Play & Practice for 3-5 and 5-7 year olds will also be available (first time trial is $15). NYCNDA's new Brooklyn Music & Movement toddler group will be held every 1st and 3rd Wednesday in September and October along with their Brooklyn Mommy & Me sessions. Advanced registration is required. Visit their website for scheduled times and rates. Chopsticks NY readers will receive a $5 discount on all September trials.

Location: 315 E. 15th St., #1N, (bet. 1st & 2nd Aves.)
New York, NY 10003
TEL. 646-334-7426

www.nycnda.com
Brooklyn NYCNDA
A.R.T. NY/South Oxford Space.
136 S. Oxford St., Brooklyn, NY 11217

$8 Language Lessons for Chopsticks NY Readers

Hills Learning

Instead of going to a movie on Friday night, why not take a language lesson? Language school, Hills Learning is offering a special to Chopsticks NY readers for the month of September. For a limited time, they will be offering an $8 language lesson class for 2 separate languages! Every Friday from 6-7pm they will hold a separate language class. The schedule is as follows: Introduction to Korean on Sep. 17 and Interactive Chinese on Sep. 24. Please call or visit their website to register.

Location: 380 Lexington Ave., 17 Fl., (bet. 41st & 42nd Sts.)
New York, NY 10168
TEL. 646-340-4977 / www.hillslearning.com

$15 Off for Chopsticks NY Readers

Your True Self

During the month of September, shiatsu salon on the Upper West Side, Your True Self will offer a one-hour shiatsu massage for $60 (Reg. $75) for Chopsticks NY readers. Shiatsu produces immediate relief from stress, enhances blood circulation and energy flow throughout the body, and assists the body's natural process of releasing toxins. The practitioner of the salon is the daughter of a master Reiki practitioner. She was trained in Japan and has over 20 years of experience. To redeem this offer, mention Chopsticks NY upon making an appointment. The appointment can be made by phone only.

Location: 501 Seminary Row, (at Amsterdam Ave.)
New York, NY 10027
TEL. 212 678-4251
http://web.me.com/yukakotakemoto/Shiatsu

An Eastern Medicine Check Up For Your Body

iDo Holistic Center

iDo Holistic Center provides a check up and consultation service from the Eastern herbal medicine viewpoint. Also called "kampo", Eastern herbal medicine is effective for physical and mental problems unique to females such as PMS, menopause, fibroids, sterility and is helpful for migraines, allergy and constipation as well. Until the end of September, they are offering a 30-minute check up and consultation session for $20 (reg. $80). Along with the check up, they will advise you on your diet-plan and make suggestions for lifestyle improvement. You may purchase the herbal medicine they suggest on-site.

Location: 9 E. 45th St., 8th Fl. (bet. 5th & Madison Aves.)
New York, NY 10017
TEL. 212-599-5300 / www.idocenter.com

KYOKUSHIN PRESENTS

All American Open 2010
International Karate Championship

KNOCK DOWN KARATE ACTION!!

Saturday, September 18, 2010

Hunter College Sportsplex@68th St. + Lexington Ave., NYC
Main Event: 3pm~

KYOKUSHIN KARATE
265 Madison Avenue(@39th St.), 5th Floor
New York NY 10016
www.kkny.net / 212-947-3334 / facebook: kkny

Ticket Available Now

Open Seating: $25 ($30 at the door)
VIP Reserved: $55 ($65 at the door)
Group Ticketing available
Please Call 212-947-3334

FCI
SALONPAS
ORION
SANSUI

JFC INTERNATIONAL INC *presents*

Annual Sake Tasting Event In **Manhattan**

SAKE EXPO & FOOD SHOW

Date – Saturday, October 9, 2010
Time 10:30 AM - 4:30 PM
Place *The New Yorker Hotel*
481 Eighth Avenue
New York, NY 10001
TEL (212) 244-0719
http://newyorkerhotel.com

Register online today at *www.jfc.com/sakeexpo/*

* This is a Business-to-Business event.
* Participants must be 21 and over to attend this event.
* For more information, call JFC NY branch office at (718) 456-8805 or visit www.SakeExpert.com.

Fall 2010 Event Features:

- *Newly Arrived Items*
- *Sake Serving Demonstration*
- *Sake Presentation from Brewers (Kuramoto)*
- *Food Presentation & Demonstration of JFC recommended items*

SAKE EXPO & FOOD SHOW Manhattan October 9, 2010 **EVENT PASS**

* PLEASE SHOW THIS PASS AT RECEPTION OR GIVE THIS TO JFC SALES PERSON PRIOR TO EVENT
* WHEN YOU BRING MULTIPLE GUESTS FROM YOUR BUSINESSES PLEASE MAKE NUMBERS OF COPIES OF THIS EVENT PASS.

Restaurant/Store Name: _____

Address: _____

Phone: _____

Email: _____

Your Name: _____

Occupation: _____

I have an account with JFC International Inc: ☐ Yes ☐ No

The 17th Annual New York Mutual Trading
JAPANESE FOOD AND RESTAURANT SHOW

We are very pleased to announce that once again it is time for **New York Mutuol Annuol Joponese Food ond Restouront Show!**

This year's slogan is **"Innovotive Japonese Cuisine: Delicious Cuisine with a Healthy Impact"** and we will be presenting many new praducts, recipes, and menus that restaurateur can take them with yau and use them right away at yaur restaurant.

We have plans to have a knife etching and conditioning service by **Tsukiji Mosomoto who is widely considered the most populor knite moster in Jopon.** We also have several other exciting plans including a **Joponese Premium Sake tasting serving sakes fram breweries fram all aver Japan.** There will alsa be **a dish ware and special kitchen equipment shawcase.** **We will be offering great deals as a shaw day special.**

We are loaking forword to seeing you ot this yeor's Restouront Show!

Register @ www.NYMTC.com for FREE!!

SEPTEMBER 25th, 2010
SATURDAY 10 a.m. ~ 5 p.m.

METROPOLITAN PAVILION
125 West 18th St.
(Between 6th and 7th Ave.)
New York , NY 10011

*Open to retailers, restaurants and food service professionals.

<<Kitchen Demanstratians>>
11:00 a.m. – 11:45 a.m. Professional Cooking Class
12:15 p.m. – 1:00 p.m. Kitchen Demonstration by Top Chef in NYC
1:30 p.m. – 2:15 p.m. Kitchen Demonstration by Iron Chef in Japan
2:45 p.m. – 3:30 p.m. Panel Discussion "The Future of Japanese Cuisine"
4:00 p.m. – 4:45 p.m. Kitchen Demonstration by Top Chef in NY

<<Sake Seminars>>
12:00 p.m. – 1:00 p.m. Introduction to Japanese Beverages
1:30 p.m. – 2:30 p.m. Visit Inside the Sake Brewery
3:00 p.m. – 4:00 p.m. Sake Pairings

<<Japanese Culinary Center Seminars>>
12:00 p.m. – 1:00 p.m. Why Tsukiji Masomoto?
1:30 p.m. – 2:30 p.m. Fundamental Knowledge of Japanese Fine Knife

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